

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLVII, No. 3 NEW YORK, APRIL 18, 1929

10c. A COPY



Vulcan, the Artist

FORTY or fifty stories the modern skyscraper lifts its cliff-like columns above the street. Masses of planes and well-grouped openings, strongly vertical in movement, it seems devoid of ornament.

But close observation reveals a note of enchanting art that finds expression in every detail.

To the perfecting of his dream the architect invites all the arts and trades, and not the least of them is exquisite craftsmanship in locksmithing and metal work.

Sargent and Company are makers of builders' hardware, a crass name for an art so beautifully interpreted by Sargent in period escutcheons, handles, hinges, and stout locks. Whether it be complete hardware for a many-storied building or an hospitable knocker for a suburban residence, or a burglar-proof padlock for a garage, Sargent makes it.

This is the story which Sargent advertising is presenting to architects, home owners and building investors.

N. W. AYER & SON

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

"And bring home a good supply of . . . 's Tooth Paste"

Says Mrs. Soandso.



REPUTABLE drug products, toilet goods and accessories of all kinds, find a ready market among AGROPOLIS folks. And AGROPOLIS dwellers, too, are prone to buy more merchandise at a time. They know better than city cousins, the advantage of "laying in a good supply."

AGROPOLIS is rural America, populated by prosperous farmers, men who think less about farm relief and more about farm production.

AGROPOLIS can be advertised to economically—through The Standard Farm Papers—a group of 15 non-duplicating agricultural publications. Each paper is locally edited—crowded with local interest. Each is a leader paper that has earned the respect of the community it serves. Standard Farm Papers are read in 2,500,000 high type farm homes.

Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!

Hoard's Dairyman
The American Agriculturist
The Wisconsin Agriculturist
The New Breeder's Gazette
Pennsylvania Farmer

The Prairie Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer
Kansas Farmer
Missouri Ruralist
The Farmer, St. Paul
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard B. Downing, Eastern Manager
250 Park Avenue

San Francisco, 1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLVII

NEW YORK, APRIL 18, 1929

No. 3

To Speak or to Write—That Is the Question

Isn't It Time We Told the Young Men Entering Advertising That This Business Revolves Around the Written, Not Spoken, Word?

By R. L. Hurst

President, Batten, Barton, Durstine & Osborn Corporation, Chicago

HUNDREDS of young men come knocking at the doors of advertising agencies every day. Most of them want to sell advertising.

They are willing to start "anywhere in the business" but they blandly state that *eventually* they want to be executives who sell and handle advertising accounts.

We, in the advertising business, might do well to study the significance of this condition. Why is it that the lure of the advertising business centers in the representative end? Why are nineteen out of twenty of these young fellows striving with all their might to become account handlers?

Sixteen years ago, when the writer exchanged a slide-rule for a copy-pencil, the spectacular persons in the business were the gentlemen who sold agency service, who created advertising appropriations where there had been none and who increased appropriations by processes supposedly hypnotic and certainly mysterious.

Writers were handled then in much the way of all routine em-

ployees. They were placed on the expense side of the ledger. Writing salaries were small with the exception of a very few. But representatives made a lot of money.

Moreover, these "plan men" were the fellows who were out in contact with the world. They met not only advertisers and prospective advertisers, but all of the publishers' representatives. Frequently, they met other gentlemen-of-the-calling, whereupon head-and-head combats ensued which in spirit were not unlike those of rival bull-buffaloes. Yet there was an underlying bond of fellowship which formed account executives into a crude but

nevertheless effective Mutual Admiration Society. It was definitely a caste.

As time went on, agency representatives came into contact with all of the bigger business world. No manufacturer of size escaped solicitation from agency representatives. From business executives in general and from others who learned of these meetings ranging from the information desk through the sales force and the factory,



R. L. Hurst

there grew the opinion that the agency business revolved around a number of suave, well-dressed and well-spoken men who alternated between diplomacy and daring and who had the effrontery to say to business men that all they needed was Vision, Faith and Courage.

Although it seemed clear to writers that the advertising business revolved around the printed word, it was obviously the opinion of other people in the advertising business, and almost everybody out of the advertising business, that it revolved around the spoken word.

Certainly it was true that these prosperous-looking and important-acting men with heavy gold chains used to go about creating an impression that any young Wallingford could find a high place in the advertising business, wear fine clothes, ride fast trains, live in fine hotels, eat fine food and make money!

Small wonder then that the youths of this generation seek to emulate those glittering examples. Small wonder that a very large part of the public still looks upon the advertising business as one which principally requires a noble front and a bag of tricks.

Yet the times have been changing. The heavy hitters of 1912 are no longer on the batting list. Some of them have run home with a considerable stake. Others have been picked off the bases. At any rate, they are nearly all gone. And the second line has come in to handle the advertising business.

Among this second line there are a number of men who began as writers, and, on the whole, it may be stated that they are the more successful class of today's representatives. They are not the representatives who must be assisted in writing plans, presentments and important letters. Nor the ones who dictate such unnecessarily long, disconnected and confusing call-reports. They are not the ones who find difficulty in getting the right copy written or in getting the right copy okehed.

Now there is another generation of advertising men knocking on

the door, with the idea, mind you, that the advertising business revolves around the spoken word, the selling word, the magic presentation. In some places they are being engaged with this fatal idea still firmly fixed in their minds. In other places they are being told that the advertising executive of the future must have copy sense—must have expressive as well as impressive ability—must possess technique as well as imagination—must produce, *not pose*.

It might be well for all to consider the statement that advertising has mainly to do with words in print—that the most important function of the agency is to construct printed words and form illustrations which will convey effective messages.

Wouldn't it be well for the advertising field if many of the potential salesmen now applying for admission were allowed to become salesmen elsewhere and were discouraged in their own interests from attempting to compete with advertising men armed with service instead of salesmanship?

Wouldn't it be wise for all understanding individuals, groups and associations to get the word around that advertising agencies and advertisers are quite fed up with high-pressure salesmen but are very, very hungry for men and women who can write and inspire writing?

None Admitted Without Copy Sense

It is not too early to predict that far-sighted agencies will soon lay down a policy to the effect that no young man will be employed who hasn't writing promise and that no representative will be appointed who hasn't copy sense.

We have ushered much of the bluster and brag out of the advertising business. Hunting for new clients continues but it is a different kind of hunting, done by a different kind of hunter. With decreasing exceptions, presentments are made without ostentatious display or elaborate staging. Agency ranks have been fairly well cleaned of confidence men and blue-sky



1,000,000
Increase in Church Member-
ship during 1928
7,000 NEW CHURCHES



It is to Christian Herald that American publicists have turned for more than a generation for an exhaustive analysis of church statistics. The growing interest in religion is nowhere more clearly reflected than in

***The* NEW**
CHRISTIAN HERALD

419 Fourth Avenue, New York

GRAHAM PATTERSON
Vice-President

J. PAUL MAYNARD
Advertising Manager

actors. However, the old order continues to force itself upon us in the form of applicants who have been attracted by the echoes of high-pressure solicitation, ostentatious display, oratory and stage-manipulation.

Thus, the sins of the fathers are visited upon us.

Perhaps it is too early for all of us to agree that there is one weakness that is fatal to a career in advertising, namely, inability to write. Yet even a loose examination would reveal the weight of such handicap.

The business of the world tends toward impersonal dealing. As the result, ideas, plans, presentments, suggestions and recommendations tend to be laid down in the clear, cold, impersonal form of type. Modern business demands that it be "put in writing."

Good presence and good social connections do not assist in creative work—in imagination, in technique, in writing.

Lack of expression is dumbness. This business cannot support dumb members. If the advertising business revolves around words in print rather than words of speech, is it not good advice to say to the young men at the door that the future managers and important personnel of advertising agencies and advertising departments are the young men of today who can write?

Seed and Feed Account to Critchfield

The Albert Dickinson Company, Chicago, farm seeds and feeds, has placed its advertising account with Critchfield & Company, advertising agency of that city.

G. D. Wilcox, Advertising Manager, Federal Truck

George D. Wilcox, for the last three years an account executive of The Miller Agency Company, Toledo, has joined the Federal Motor Truck Company, Detroit, as advertising manager.

Ayer Transfers J. B. Griener, Jr.

J. B. Griener, Jr., who has been with the Chicago staff of N. W. Ayer & Son, has been transferred to the Boston office.

J. E. Cullen Joins Staff of Hearst General Management

John E. Cullen, since 1925 publisher of the *Baltimore News and American*, has been appointed a member of the general staff of the Hearst Newspapers, according to an announcement from Col. Frank Knox, general manager. Mr. Cullen will make his headquarters at New York.

Earl W. Waldron, until recently publisher of the Albany, N. Y., *Times-Union*, succeeds Mr. Cullen as publisher of the *Baltimore News and American*.

New Accounts for Wales Agency

La Lasine International, Inc., New York, Paris and Rome, has appointed the Wales Advertising Company, Inc., New York advertising agency, to direct the advertising of a new antiseptic, La Lasine. An advertising campaign using newspapers is planned.

The Neve Drug Stores, Inc., New York, has also placed its advertising account with the Wales agency. An advertising campaign will start this month.

P. V. D. Lockwood to Direct New York Central Advertising

P. V. D. Lockwood has been appointed advertising manager of the New York Central Lines, New York, a position which he previously held for twelve years. He returns to the New York Central after an absence of ten years' during which time he has been an executive with the H. E. Lesan Advertising Agency, of that city.

To Handle Crosley Radio Corporation Account

The Crosley Radio Corporation, Cincinnati, has divided its advertising account. The J. Walter Thompson Company, Inc., has been appointed to handle the advertising of the Crosley Radio and Prather-Allen & Heaton, Inc., Cincinnati, will handle the advertising of Icyball and all other products made by the Crosley corporation.

Has La Touraine Coffee Account

The W. S. Quinby Company, Boston, La Touraine coffee and tea, has appointed the Boston office of the Barrows, Richardson, Alley and Richards company, New York advertising agency, to direct its advertising account.

Frank Cordner with "Ladies' Home Journal"

Frank Cordner, formerly with the *Red Book Magazine*, at Chicago, has joined the Detroit office of the Curtis Publishing Company as a member of the advertising staff of the *Ladies' Home Journal*.

"C
fath
bliz
him
Cam
T
gale
cine
—R
with
and
Nel
Ben
S
proc
a m
buy
pro
Dad
you
your

LIGHTS . . . CAMERA . . . ACTION . . .



"Get some *pathos* into it! Your father's tossing you out into the blizzard. Weep; beg; entreat him to show mercy! Let's go. Camera . . . action!"

The Junior Class will be regaled at its next rally with a cinema extraordinary. Director—Red Hiller. An all-star cast, with Jack McCoy as Father, and Tiny Hotchkiss as Little Nell. Camera-man—Toots Benner.

Skilful maneuvering by Toots produced the camera. Took him a month to persuade his folks to buy it. "Dandy way to improve your golf swing, Dad. Take a movie of your drive and analyze your form." . . . "We can

take Helen's baby while he's little, Mother—and make movies while we're on trips."

Youth is ingenious, plugging incessantly for progress. Do you want an entering wedge for selling new things to American families? Talk to the high-school market and get action!

500,000 fellows like Toots Benner read *THE AMERICAN BOY*. 85% are of high-school age and older. Men in everything but years. Advertise to them in their own magazine. July forms close May 10th.

The **American Boy**
Detroit Michigan

J. Walter Thompson Company

Through five strategically located offices in the United States and eleven offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · *Wrigley Building* · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House* · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · *Pi Y Margall* 9

STOCKHOLM · *Kungsgatan* 39

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus* · Unter den Linden 39

ANTWERP · 115, Avenue de France

WARSAW · *Czackiego* 17

ALEXANDRIA · *Egypt* · 27, Rue Cherif Pacha

PORT ELIZABETH · *South Africa* · Netherlands Bank Building

BUENOS AIRES · *Argentina* · 50-60 Calle San Martin

Taking a Campaign Out of the "Me Too" Class

Socony Features State Governors in New Campaign

LAST year, the Standard Oil Company of New York conducted a special advertising campaign which was devoted to the recreational, historical and industrial advantages of Soconyland, that is, of the New England States plus New York State. The purpose of the campaign was two fold; first, to stimulate interest on the part of the inhabitants of New York and New England in their own country and second, to interest outsiders in New York and New England as an ideal vacation spot.

In this advertising the company made almost no mention of Socony products, devoting the copy largely to the features already described. Because of the company's thorough distribution in the States which make up Soconyland, any successful efforts to bring more tourists to these States were bound to build more sales for the company.

The campaign met with unusual success. Not only did it bring more tourists to Soconyland, but also it created an unexpectedly large interest among the inhabitants of New England and New York. In New England particularly the results were notable.

Through the New England Council, reprints of the advertisements were sent out to the members of that organization, many of whom commented very favorably on the campaign. In this way, the company was sure that it was re-emphasized in the minds of New England industrial leaders, chambers of commerce asked for reprints and various business organizations expressed themselves

as favorably impressed by the campaign. All of this, of course, was of real value to the company.

The campaign did its job so effectively that the company has decided to conduct a similar program in 1929. The new cam-



"You'll be welcome
in Connecticut"

ago Governor
JOHN D. TRUMBULL



BEAUTY with Connecticut has her character in an old oak tree in every town. The historic, Connecticut furnished Washington with half his army in New York. Connecticut gave the American the patent for the light bulb, whose light meant more than he had but was able to give for his country.

Connecticut boasts not only a famous historical background, but splendid industries, great colleges and all the facilities for a perfect vacation as well. There is a sea coast dotted with white sandy beaches. And there are mountains with beautiful water courses and cool crystal lakes. So drive up to Connecticut this summer. You'll be welcome here.

You will find Socony Stations everywhere in New York and New England. Do not hesitate to ask for a free most popular literature at any one of these stations.

Socony stands for Standard Oil Company of New York, which distributes the famous Socony Gasoline, Socony Special Gasoline and Socony Premium Motor Oil. Write to Socony Trading Service, 60 Broadway, New York City, for help in planning your trip.

In the northeastern states, stop at the stations of the Magnolia Petroleum Company and in the rest, at the stations of the Standard Oil Company of New York.

STANDARD OIL COMPANY OF NEW YORK

Each Advertisement in the Present Socony Series Reproduces a Message from the Governor of the State Being Featured

paign, however, will differ in several particulars from that of 1928.

The 1928 advertisements were general in nature. They dealt with no specific section except where certain localities were mentioned incidentally in the copy. The 1929 advertisements will feature the seven specific States which make up the territory.

An examination of a single advertisement will give a good idea of the entire series. The first of the series shows a typical scene on the Maine coast, with an inset



Des Moines Jobbers serve this area

The Des Moines trade zone extends from the Minnesota to the Missouri state line and is 150 miles wide.

It has a population of over a million and a quarter . . . with a high average buying power.

It is a most economical tryout market because it comprises city, small town and farm population . . .

. . . because at a single advertising rate you can reach two out of every three families (farm as well as urban) in this area with

The Des Moines Register and Tribune

Over 225,000 Daily Circulation

picture of Governor Wm. Tudor Gardiner. Beside his picture is the following message.

* As Governor of the State of Maine, I consider it a pleasure and an honor to invite the motoring public of America to visit us this summer. We want you to enjoy our State and our many facilities for recreation. Come up and see us. You'll meet with friendly hospitality on every hand.

The headline reads, "Motor up to Maine this Summer" with a subhead line reading, "Governor Wm. Tudor Gardiner invites you." The rest of the copy reads:

Maine! A State of attractive towns and villages with thriving industries. A State that offers the gay society of smart seacoast resorts or the solitude of the deep pine woods. A vast domain—old, yet young—over which the flags of four proud nations have flown.

Like to fish? Official maps show that there are 5,151 streams in Maine. Like to swim? The seacoast of Maine is famous for its bold headlands and fine white sandy beaches. Like to dip into the history and romance of the past? Then come and wander along the streets of Portland and Augusta, among proud dignified old homes which bring back all the charm and quiet elegance of Colonial days.

Maine is a paradise for motorists. Wherever you want to go—there is a smooth wide road inviting you to go on and on.

How to Get Free Road Maps

You will find Socony stations all along your route in New York and New England.

Socony stands for Standard Oil Company of New York which distributes the famous Socony Gasoline, Socony Special Gasoline, and Socony Parahase Motor Oil, largest selling gasolines and motor oil in New York and New England. Write to Socony Touring Service, 26 Broadway, New York City, for help in planning your trip.

P. S.—When motoring in Southwestern States stop at the stations of the Magnolia Petroleum Company and in the Western States at the stations of the General Petroleum Corporation, subsidiaries of Standard Oil Company of New York.

A picture of a typical Socony filling station rounds out the advertisement.

Each advertisement reproduces a message from the Governor of the State which is being featured. In addition to the printed invitations the Governors have also consented to address the American public over a national hookup of radio stations during the weekly broadcasts of the Soconyland sketches.

In order to merchandise the campaign, the company has prepared a portfolio entitled: "Seven Governors Plan the Nation's Vacation." This reproduces each of the advertisements in the series and facing each advertisement is a facsimile reproduction of the message from the Governor and a word about the radio broadcast. Copies of these portfolios will be widely distributed throughout New York State and New England. The New England Council will distribute 14,000 among the members of that organization. In addition to this, portfolios will be sent to every bank and hotel in New York and New England. In New York State portfolios will be sent to Chambers of Commerce, Rotary Clubs, Lion's Clubs and women's clubs.

In addition to the portfolios, enlargements of each of the advertisements will be sent out to help in the merchandising of the campaign. These, too, will be sent to banks, hotels, chambers of commerce, women's clubs, etc. Finally, each of the 30,000 Socony gasoline stations in New York and New England will post in their windows each of the seven enlargements of the advertisements.

The Standard Oil Company of New York has been particularly fortunate in grasping an unusual advertising opportunity. Because of its limited distribution, that is limited to the extent of being confined to New England and New York State, the prosperity of the company in a measure depends upon the prosperity of the various States which make up Soconyland. The more tourists who can be induced to come to these States and the greater interest in the welfare of these States that can be aroused among people already living within these borders the more notable will be the results of the advertising. By the use of this unusual advertising idea the company takes itself out of the "me too" class of competitive oil and gasoline advertising and marks itself as an ardent believer in a thoroughly constructive campaign of printed publicity.

Thorough Trading Area Coverage Through One Newspaper!

Repeaters!

ONE HUNDRED and forty-nine national advertisers who used *The Journal exclusively* in Milwaukee in 1927 continued their *exclusive* Journal schedules in 1928. Results had proved that this paper alone sells Milwaukee!

In the list are many of America's most successful merchandisers—keen judges of newspaper and market values who would not hesitate to use additional Milwaukee papers were it necessary to thoroughly sell this market!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

History of a

-as told in its pages

Timeliness-

The Chicago Daily News is published in five distinct edition groups—representing from ten to twelve revisions in editorial content—

NOON and AFTERNOON EDITIONS: Early markets; early cables; story of the morning; review of the preceding day.

HOME EDITIONS: Noon markets; complete cables; complete want-ads; later news.

RED STREAK EDITIONS: Later news and the complete stock, bond, exchange, curb and pit quotations and story of the financial day.

BLUE STREAK EDITIONS: Complete markets, latest news; box scores, race charts, play by play accounts of all sports in season.

By means of these editions The Daily News is able to present a constantly changing picture of the world of the moment—the news of the day the day it happens.

Every edition is thoroughly departmentalized, indexed on page one, intelligently and accurately edited.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

ADVERTISING REPRESENTATIVES

NEW YORK

J. B. Woodward
110 E. 42d St.

DETROIT

Woodward & Kelly
408 Fine Arts Bldg.

CHICAGO

Woodward & Kelly
300 N Michigan Ave.

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st Nat'l
Bank Bldg.

Member of The 100,000 Group of American Cities

For 15 Years a Leader in Advertising in America

The Detroit News has for 15 successive years been either first, second or third in advertising in America. During 1928 its total volume exceeded that of any other newspaper in America with the exception of one New York and one Chicago newspaper. Its leadership in advertising reflects its effectiveness in covering America's fourth market, where it has the greatest circulation of any newspaper either weekdays or Sundays.

During the First 3 Months of 1929 Detroit News Gained 937,874 Lines Over the Same Period of a Year Ago

The Detroit News reflects the general prosperity of its field and the confidence advertisers have in it by publishing 7,848,890 lines of advertising for the first three months of the year—a gain of 937,874 lines over the same period in 1928. More and more advertisers are turning to the exclusive use of The News in Detroit because of its ability to cover the field adequately, alone. The News reaches four out of every five Detroit homes taking any English newspaper.

The Detroit News

The HOME newspaper

New York Office:

I. A. KLEIN,
50 E. 42nd St.

Chicago Office:

J. E. LUTZ,
180 No. Michigan Ave.

What Is an Adequate Advertising Appropriation?

An Unusual Article, Which Removes the Topic from the Realm of the Budget and Slide-Rule

By Roy Dickinson

IN any period of prosperity there is always an Einstein angle.

One factory is making progress and money, another is not. One product is on the up grade, another is slipping. Sixteen great industries are shown, after a careful study by the data hounds, to be on a sounder basis of real prosperity than ever before. Five others are scraping bottom.

Bright sunshiny spots are seen here, but over there is a deep shadow.

So it has been in every period of prosperity and so perhaps it will continue. But, since science and machine progress show no signs of letting down, is there any reason why imagination should stand still?

For imagination and courage have a close connection with the peaks and valleys in the vista of prosperity that the observer sees spread before him. There seems to be far more than coincidence in the fact that there is ample evidence of courage and imagination on the peaks, little of it in the valleys.

A couple of denizens of one of the valleys in this pretty scene told me some of their troubles the other day. Otherwise, I would be able to resist mention of the textile industry. Entirely too many people have told that industry exactly what is wrong with it. I, for one, am entirely convinced that this great business has its full share of brainy executives and merchandising experts.

One of these men spoke thus:

"They took some good emergency measures. But no business ever came back in a big way by making supply wait on natural demand. There isn't enough imagination in the business."

We had been talking of some advertising battles being fought in

the public prints. One of the two textile men, silk was his line, talked about the uselessness of such warfare. The other, a woolen manufacturer, had a different idea. I won't attempt to quote him, but he wished fervently that the leaders in his industry would start a similar spree of advertising.

He painted a picture of what it would be like if thirty big woolen mills could, for one imaginative year, take the place in the advertising pages of national publications, of the thirty largest automobile advertisers. He pictured one big mill pushing a blanket that it claimed was best for outdoor camping and a shack in the woods; another racing it with space and words to make more people walk and camp outdoors; others waging a knock-down and drag-out fight in print about which type of wool stockings is most satisfactory for golf and tennis or why a certain type of wool makes an ideal sweater for outdoor uses. He drew enthusiastic and remarkable specifications for an advertising orgy in the business he was so discouraged about, and then made this rather remarkable statement:

"You talked about advertising sprees and orgies but did you ever look into one and find a single example where it didn't increase the sales of the whole industry? So why do you think they are sprees? They are just signs of a sane imagination."

How a Market Is Made Up

To this discussion I contributed little except the thought that the thing that makes an industry or certain individual factors in it prosperous, is the market it commands. It was agreed that the market is made up of one part natural demand and three parts of

creative selling, combined with adequate advertising.

The informal discussion broke up after luncheon, but some of the ideas incoherently expressed there have recurred several times since to jog my complacency and suggest further thoughts.

Is there too great a tendency to consider advertising in some industries as adequate or a little more than that, and to shut our eyes to the almost total lack of imagination in other lines to size up the potential market and do an adequate job in developing it?

What is an adequate amount for an industry to invest in sales promotion? Is there still a tendency on the part of advertisers who invest approximately the same amount in advertising each year, to look on advertising as something in the nature of a tax?

What would happen if the small-est shoe factory in Newark were left a tremendous sum of money by the will of a benefactor, the interest on which would be available only for advertising purposes year after year? Assume for the sake of the idea that this amount was sufficient to produce an annual appropriation as large as that of any shoe manufacturer now advertising, and that it was increased each year in the same proportion as the population of the country increased. Assume also that the factory made good shoes, that at its head was a good financial and production man, so that facilities could be kept abreast of demand. What position in the industry would the factory have in ten years? What would have happened to the total sale of all shoes if a few other manufacturers stepped up to keep advertising pace with the small plant? Is it not possible to suppose that every man, woman and child at the end of the period would average more and better shoes?

Will the shoe manufacturers leave it to a newer industry—like airplanes—to make us a two-plane nation, one a powerful amphibian for long flights and a smaller closed-cabin monoplane for easier handling and shorter flights?

I am now looking at a double-page advertisement designed to sell me the two airplanes. One progressive shoe manufacturer, and one only, has two-thirds of a page in the same publication to feature a shoe worn by a man who has just alighted from his sport plane. The industry that took the double spread is a live one headed by men of courage and imagination. It is entirely possible that in a few years we shall hear bitter complaints made by makers of shoes, or furniture, or paints, that the aircraft people are stealing their markets, and isn't it awful?

During the process, some of the less imaginative manufacturers in other less aggressive fields will probably also have something to say about the large sums others in the industry are "wasting" in advertising. They will predict that the business is going too fast or is going to go broke.

After Icarus Came Lindbergh

The sun melted the wax that held the wings of Icarus the venturesome. There was also a fool named Darius Green. But after them came the Wrights, Lindbergh and the great new industry with a real foundation of courage and imagination.

So many individual advertisers and industries seem to forget the changes in their market structure. To put it more specifically, they will enthuse about the future of the country in terms of investment in future earnings of companies and industries; they will rise to heights of imagination about new giant bridges, dams, hydro-electric projects, and bull markets; but when they think of their own markets, they think quite differently. Then they are too likely to ask where the race in advertising appropriations is ever going to end or to say that they are spending 6 per cent more this year than last. Not "how much is adequate for the big job I think this factory can do," but "how little can I get along on without the retailers or the salesmen getting sore?"

Just as soon as new car registrations began to grow slightly less

and the threatened saturation point seemed just around the corner, the automotive industry ably and courageously set about to find new markets. It found one important market in the two-car and three-car families. It found another outlook and vision in the export market.

There are so many concerns which are advertising, but trying to do a man's job with a boy appropriation.

A Constantly Greater Job for Advertising

I am not a statistic hound. I have always belonged to the "what of it" school of thought where long rows of figures and statistics are concerned. But I wish some advertisers who think they are doing an adequate job with appropriations only 10 or 20 per cent larger than a half decade ago, could have heard that man who has been telling about the census over the radio. Most executives of big businesses still consider the World War an affair of recent happening. If I heard the census man correctly, there are now more than 25,000,000 customers for manufacturers who were from one to four years old when the war broke out and therefore did not do much reading of advertising at the time. The number of people added to the country each day by birth and immigration is a figure so large that I am afraid to trust my memory. Anyway, the increase per year in percentages is far greater than the percentage increase in the average annual appropriation.

If a cigarette manufacturer can successfully invest millions of dollars a year in advertising, how much would an adequate appropriation be for all the furniture makers of America?

All advertisers, no matter how inadequate the job may be, are at least doing something definite and imaginative to increase and broaden their markets. But how about the industries where 97 per cent or so of all consumer advertising investment is made by six leaders, while the others are content to ride along, mopping up their share of

the business which has been created by the progressive ones?

In some such industries there is a tendency to consider the market as being static. The non-advertiser trails along and attempts, through price concessions or some other form of desperate selling, to grab away a portion of the business which has previously been handled by another concern in the same general field. The thought that if more of the individuals in the industry advertised to create new business, there would be more business and more profitable business for all of them, is emphasized too seldom.

Much excellent work in trying to get this viewpoint across to the trailers in under-advertised industries has been done by the editors of powerful business publications. But it is a long, hard row to hoe—this job of advertising education in industries where it has never really registered as a matter of integral business policy.

What happens more often is that one of the trailers gets a new idea or is given one by an advertising agent and goes after the new vision of his broader markets aggressively. Where such a thing has happened and one or two others have broken away from the crowd and followed him in his sudden burst of speed, the example of the man with imagination has created business for all who went after it hard.

Go back for a moment to the simple fact of the increase in population. If certain manufacturers considered population growth they might discover that they should be investing four times as much money now as they did twelve years ago, to secure the same sort of showing they did then. The advertiser is looking for spending money—money that is loose and available for investment in his better way of cleaning a living room or traveling to the country in comfort with no bumps or rattles. And the greater number of people there are now for him to reach with his method and his news of a better way, have far more money that is looking for

a home than their predecessors did. Not only is this money larger in actual amount, but it is accompanied by a mental attitude new in its context since those pre-war days. It is a margin to be spent, not to be saved for a coming generation. The modern advertiser has a larger number and a larger sum per person to go after as well as a far more receptive mental attitude on the part of his greatly augmented potential audience.

Modern Mergers

The other outstanding example where imagination is applied inadequately to the question of modern advertising appropriations is found in certain types of modern mergers. Here the imagination is applied by the merger maker both before the merger and during it. Then, too often, the fine burst of enthusiasm which looked at markets through bright glasses in the prospectus which went to possible investors, takes a sudden drop. The public which invested in what it ingenuously thought was a great expansion in the industry, would then discover, if some of its members could sit in at the advertising discussions, that expansion as a policy had been kicked overboard for a sudden change to retrenchment.

The new holding company has taken over, let us say, six products all of which have been nationally advertised for a long time. Here is one company which spent \$200,000 in the last year of its separate corporate existence telling housewives that it made a gas stove which could make housekeeping easier and better for them and please the man of the house by the fine results it produced in the form of better food. Another making a refrigerator spent approximately the same amount, the oil heater man who came into the merger after two years of existence spent \$100,000 and the other three, all making refrigerators or similar products spent \$400,000 between them.

The total of \$900,000 was all wisely invested. The proof of it lies in the fact that each company

made so much on original capital invested and the good-will of each trade-mark had been made so valuable that the bankers were keenly anxious to merge them.

How much does the new company, the American Refrigostove Co. Inc., spend after the merger? Well, you see it is like this. Now that the companies are merged, savings must be effected and applied toward dividends. One must keep one's eye on the balance sheet. At least one must and almost always does when one is a banker. It is found that savings can be effected by letting a number of salesmen go. And then there is the matter of advertising. Well this year we can take full pages to talk about the size and efficiency of the new company, sort of an institutional campaign, and list all the products on the page. Three hundred thousand dollars ought to be about right for the total. Now there is a neat little saving. It just goes to show what co-ordination can do.

What has become of the great American force of imagination in a merger such as this?

As a matter of fact, the imagination which built up the good-will and earning power that made the merger possible is down in Florida pursuing a saillish or over in Rome taking that long deferred look at the Coliseum.

So when I hear advertising appropriations being discussed, as I occasionally do, I am not so interested as I used to be in the exact method the manufacturer uses in determining his appropriation. I sincerely hope that he doesn't add 1 per cent to last year's inadequate advertising budget, or decide to cut down until he sees what the Federal Reserve has decided to do, or how the situation in Latvia shapes up. I hope sincerely that he has an objective, a vision, an idea and some imagination mixed with courage.

There never was a time when there was more need for constructive imagination in selling and advertising, nor a time when those qualities were so sure to receive adequate and generous rewards.

Unlike **MOST NEWSPAPERS!**

The Indianapolis News has a balanced circulation that gives ideal coverage of the market.

HERE, a single newspaper has emphatic, concentrated coverage of a splendid *all-year* market. For instance, 86 out of every 100 Marion County (Indianapolis) families read The News. Moreover, within a 45-mile radius lies 84% of the 136,021 total circulation.

Think what this means! Analyze the facts! You get huge volume *concentrated* directly on the Indianapolis market. For a single cost . . . in a single newspaper . . . you get everything to be desired in the way of coverage.

The News... ALONE ... Does The Job!



The **INDIANAPOLIS NEWS**

sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
119 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

"THE Cross Roads of America" is the slogan aptly applied to Indianapolis as the national center of automobile traffic.



What will yours be for 1929?

THE first quarter of 1929 is already behind us! Fiercer and fiercer becomes the battle for increased sales, bigger and still bigger returns, greater net profits. The generals of business pore over sales charts. Again and again that same all-important question: "Are the figures keeping pace with our 1929 forecast?"

With competition keener than ever before, with more intensive selling effort on every side, again must advertising carry the brunt of the attack.

And here in the front line, in the great New York Market where the battle may be won or lost, you need the most powerful sales producing weapon available. To conquer this richest of all markets you require a "Big Bertha"—one **BIG DOMINANT** evening newspaper which will do the job at a single blow . . . and at a single cost.



And you have that newspaper . . . in the New York Evening Journal. For more people buy it, more people read it, more people believe in it than any other New York evening newspaper. It reaches the greatest number of worthwhile families in New York City and its wealthy suburbs. This one dominant evening newspaper is **BIG** enough and powerful enough to carry your sales quota over the top!

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:	DETROIT:	NEW YORK:	ROCHESTER:	BOSTON:
Hearst	General Motors	9 East	Temple	5 Winthrop
Building	Building	40th St.	Building	Square

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

**The Detroit Times
is now represented
in the national field
by the**

RODNEY E. BOONE
ORGANIZATION

**9 East 40th St.
New York City**

**Chicago
Hearst Bldg.**

**Boston
5 Winthrop Square**

**Detroit
General Motors Bldg.**

**Rochester, N. Y.
Temple Bldg.**

ask a Boone Man—he knows

"The Trend is to The Times"

Better Business Bureau Recommends Elimination of Dishonest Testimonials

Criticism of Purchased Testimonials Seen as Beacon of Warning Against Super-Advertising

[EDITORIAL NOTE: For the purpose of sounding out the opinion of the advertising industry with reference to the use of purchased testimonials, the National Better Business Bureau sent out a questionnaire on February 28. A report summarizing the returns to this questionnaire appeared in *PRINTERS' INK* of March 21. At that time it was stated that the Bureau was studying the returns preparatory to making its recommendations to the advertising industry.

The Bureau has completed its study of the results and its findings are stated in the report which follows.

An analysis of the replies accompanies the report. Out of a total of 923 replies received, there was the following grouping of opinions:

Opposed to the use of purchased testimonials; 843.

National advertisers 694
Advertising agencies 149

In favor of using purchased testimonials; 54.

National advertisers 41
Advertising agencies 13

Indefinite; 26.]

IT was only natural that complaints against the abuse of public confidence evident in so many purchased advertising testimonials should come to the attention of the National Better Business Bureau.

It is our practice to try to ascertain whether complaints made to this Bureau are confined to a particular advertiser or whether they extend throughout an industry because we have learned that properly to adjust an advertising complaint, we must adjust the condition that has caused it. If the transgression is confined to one advertiser, it presents the simplest type of adjustment. If it is supported by similar practices in an industry, then it can only be satisfactorily adjusted by cleaning up the entire industry. But purchased testimonials, our analysis showed, were widely used through the scope of advertising and were not limited to one advertiser or a single industry.

To meet a practice so broad in its effect, we felt it necessary to obtain the opinion of as many ad-

vertising executives as possible, so we determined on issuing a questionnaire to 4,600 advertising executives interested in national advertising, from whom we received 923 replies.

After reading the replies to our questionnaire, we get the distinct impression that the opposition to the use of purchased testimonials is in reality an outburst of criticism against advertising insincerity. It seems to be an awakening on the part of the industry not only to condemn a practice which is detrimental to its best interests, but also appears as a beacon of warning against the use of so-called poetic license, pseudo-scientific claims, unfair competitive copy, and exaggeration. We sense this opposition to insincere purchased testimonials as a step in the right direction. It is our feeling that it will tend to mobilize the leaders of advertising definitely to oppose any factor which is trading down the believability of advertising.

We cannot conceive of a reasoning or an objection that would openly and enthusiastically condemn one bad practice which would not also be true enough in its purpose to include in its opposition other objectionable advertising practices which are equally serious.

It is our belief that the use of purchased testimonials has precipitated and crystallized the attention of those in the advertising industry not only to deal with the evils in purchased testimonials but to also advance to their real objective—the elimination of deceptive advertising irrespective of type.

The promptness of reply and the large percentage of returns from our questionnaire very definitely demonstrated the seriousness with which the abuse of purchased testimonials was criticized. The summary shows an overwhelming per-

centage who disapprove. The opinion as expressed is added to by trade and newspaper comment supplemented by cartoons and wisecracks from professional jesters. Add to that the sleeve laughing that is going on by many well paid testifiers who, from their own experience, must believe that the advertising business is dependent upon deception for success and supplies these insincere testifiers with a lucrative racket.

When a business is scorned, it is in jeopardy.

In the past, fake testimonials were condemned and eventually kicked out of advertising. We see a striking change in the present era of testimonials. The ignorant person who used to sign a fake medical testimonial and received payment in the form of a bottle of the quack remedy which he endorsed, is quite different from the person of public prestige who signs an insincere testimonial for a product that really merits public confidence. In the latter case the upper structure of business has become diseased by deception.

It is true that users of this type of deception have profited. A great boom of public interest in the advertised product was created, but may it not, like most booms, be followed by a slump, if not a crisis? Advertisers using insincere testimonials argue that no harm has been done, that the public is interested, that the testimonials put personality into advertising and make interesting reading, and that people of equal or greater prominence than those giving the testimonial actually do use and praise the product. We believe that such reasoning fails to acknowledge that the foundation of advertising is truth.

We are not alarmists, but we cannot help realizing that advertising is social in its effect and that more than one Nero is playing his fiddle without regard to business and to social history. Advertising leaders understand that advertising is a consumer's buying guide. When that guide has become permeated with insincerity, it has lost its public use.

Honest testimonials have an im-

portant place in advertising and selling because they put the personal touch of confirmation into advertising. They are highly charged contact circuits to stimulate public attention. To abuse such facilities for reaching the public not only besmirches advertising but is detrimental to the whole business structure. The power of creating sales by advertising is immeasurable. When properly used, advertising is accepted by all business as the most potent sales force in stimulating distribution.

It is obvious that a deceptive advertising practice is in reality an abuse of the power of advertising, which is aptly expressed in the following statement by a prominent advertising agency in answer to our questionnaire:

The greatest peril in the path of advertising is that those who know its power but have no regard for the principles upon which that power rests, will abuse advertising by the use of misleading statements, insincere testimonials, and exaggerated claims. The very cornerstone of advertising is threatened by those who thus wilfully debauch it.

The evil which exists in purchased testimonials, as all other detrimental factors which are breaking down public confidence in advertising, can be remedied. It requires a mobilization of the forces in advertising which believe that advertising success depends upon justified public confidence.

Supported by industry to eliminate advertising deception, the National Better Business Bureau is an agency organized to combat advertising deception. Law enforcement is slow. In many cases legal procedure is undesirable as a means of correcting objectionable advertising. But there is nothing that is tearing down the believability of advertising that cannot be remedied by organized effort through the medium of trade conferences and well directed publicity.

We believe that the elimination of the insincere testimonial will be a constructive forward step. It is the consensus of opinion that the use of purchased testimonials as typified in present-day advertising indicates that they are at least



Would You Ignore the Boston Market?


The number of consumers in the families who read the Chicago Evening American *alone* of all Chicago newspapers, equals the population of Boston. They can be reached through no other evening newspaper—and they have been definitely established as above the Chicago average in income classes, in attention paid to advertising, in possession of savings accounts, and in desire to possess the better things and the conveniences of modern life.

You wouldn't ignore the Boston market—can you afford to ignore its equal in size and buying-power?

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.



potentially insincere. However, we do not believe that a technique or style of advertising should be condemned unless it is fraudulent on its face. Testimonial advertising will probably always be in use in some form or other. We must not confuse the great public interest in this type of advertising as justifying a latitude that would include the use of deception.

The National Better Business Bureau, therefore, recommends the elimination of all testimonial advertising that cannot be described as honest and competent. In making this recommendation we believe every advertising executive is capable of interpreting it. We will appreciate the co-operation of the advertising industry in assisting us to make our recommendation effective. By working together we can remove any deception that has tainted the blood-stream of advertising.

Cigar Account for Atlanta Agency

The Lee Roy Myers Company, Savannah, Ga., and Key West, Fla., manufacturer of Cortez and Key Klips cigars, has appointed James A. Greene & Company, Atlanta advertising agency, to direct its advertising account. Newspapers will be used to introduce a new ten-cent Cortez cigar.

C. B. Parker, Publisher, "Harpers Magazine"

Charles B. Parker has been appointed publisher of *Harpers Magazine*, New York. Mr. Parker, who is a member of the board of directors of Harper & Brothers, will also retain the title of advertising manager, which he has held for the last four years.

R. H. Flaherty with D'Arcy Agency

Robert H. Flaherty has joined the D'Arcy Advertising Company, Inc., St. Louis. He was formerly promotion manager of the Condé Nast Publications, New York. At one time he was Western representative of the New York *Herald Tribune* at Chicago.

Made Western Manager of "Columbia"

Thomas W. Arundel has been appointed Western manager of *Columbia*, with headquarters at Chicago. He has been with the Eastern advertising staff of this publication for the last seven years.

International Paper Acquires Interest in Boston Papers

Interests affiliated with the International Paper Company have purchased 50 per cent of the stock of the Boston Publishing Company, publisher of the Boston *Herald and Traveler*. The International Paper Company has joined with the other stockholders and has pooled its interests under three trustees, who will represent all interests.

These trustees are: John R. Macomber, president, Harris, Forbes & Company; Philip Stockton, president, Old Colony Trust Company and Sidney W. Winslow, Jr., a director of the First National Bank and president of the United Shoe Machinery Corporation.

Des Moines "Daily Herald" Starts Publication

The Des Moines Herald Company, of which W. L. Harding is president, has started publication of the Des Moines *Daily Herald*, an evening paper which will appear daily except Sunday. F. A. Braun, for sixteen years with the Kansas City *Journal-Post*, is business manager and E. G. Nichols, of Des Moines, advertising manager.

W. C. Jarnagin, for many years managing editor of the former Des Moines *Capital*, and, for the last six years publisher of the Storm Lake *Pilot Tribune*, has been made managing editor.

Petro and Nokol Oil Burner Companies Merge

The Petroleum Heat & Power Company, New York, manufacturer of Petro industrial and domestic oil burners, and the American Nokol Company, Chicago, manufacturer of Nokol oil burners, have merged under the name of the Petroleum Heat & Power Company. The Petro and Nokol dealer organizations will retain their separate identities.

Alfred Stanford Joins Wales Agency

Alfred Stanford, formerly secretary and director of The Paul Cornell Company, Inc., New York advertising agency, has joined the staff of the Wales Advertising Company, of that city, as head of the copy department.

To Become Advertising Manager, Eskimo Pie

Karl B. Collman, recently advertising manager of the U. S. Foll Company, Louisville, Ky., will join the Eskimo Pie Corporation of New York, Brooklyn, in a similar capacity.

G. C. Jefferson with Toledo Agency

G. C. Jefferson, formerly with the Calvert Lithographing Company, Detroit, is now with the United States Advertising Corporation, Toledo, as production manager.

*Many advertising men and
women find it*

Easy

Economical

Effective

to deal with printers whose experience has been mostly with advertisers. The salesmen who represent the Charles Francis Press have had much advertising experience, and these men are backed by ample equipment for any assignment.

The address is Printing
Crafts Building, 461 Eighth
Avenue, New York

Sitting On Top the World

THE Chicago Herald-Examiner smashes through to world championship with a 1,400,000 regular Sunday issue.

Which tops *all* previous *high-water* marks in its *own* and every *other* standard-newspaper field.

1,400,000 *home-read* circulation—packed in a *fractional* wedge of the continent—all in a *sectional* slice—battered *thick* over the favorite stamping-grounds of distribution and prosperity.

1,400,000 circulation—secured under drawbacks which don't hamper competing media—a race, won in *hobbles* and against *all comers*.

Not a Peter-rob-Paul raid on Pittsburgh, Milwaukee, Detroit or Omaha's reservations—those are chained-off markets—fellow Hearst papers have the Indian sign on their particular precincts.

The Herald-Examiner mustn't invade them. But publishers, *free* from its inhibitions, can scatter copies from the Appalachians to the Rockies, and fatten their figures wherever there's a chance to *force-feed* 'em.

The mere fact of 6,000,000 readers is of itself spectacular. It never happened to a *full-page* newspaper before.

The
and c
Bu
prod
dous

If
enter
witho
shoul
least

and c
So,
Exam
stick.

Ye
shade
right
bigge
cago

TH
erty.

An
supre
and

HI
One

*Sund
1,2

B. W
Western
915 H

The performance establishes a new American record, and confers an unparalleled distinction.

But a far greater miracle lies in the coherence and *productive placement* of the Herald-Examiner's tremendous audience.

If there were a newspaper of *equal* merit and equal enterprise (in Chicago, or where you please) operating *without* such territorial restraints, its Sunday sales should logically *exceed* Herald-Examiner totals by at least half a million: the Hearst print in taboo areas, and *over-night* reach, is *twice* that much.

So, when reader appeals are compared, Herald-Examiner popularity is measured with a *cheating* yardstick.

Yet, *despite* straight-jackets and dead-lines, it overshadows its district by almost 200,000 copies, and, by right of *consumer delivery*, is entitled to a *prior* and *bigger* share of all appropriations scheduled for Chicago and its trading range.

The world's *Mightiest* newspaper is a *Hearst* property.

And the *production records* are prepared to prove its supremacy to Doubting Thomases, flouting challenges and hesitant budgets.

THE CHICAGO HERALD *and* EXAMINER

One of the 28 Hearst Newspapers Read by More Than 20,000,000 People

*Sunday Average

1,272,613

*Six months
average ending
March 31, 1929

*Daily Average

420,900

J. T. McGIVERAN . . . Advertising Director

B. W. COMPTON
Western Adv. Manager
915 Hearst Building
Chicago

E. M. COVINGTON
Eastern Adv. Manager
285 Madison Avenue
New York

T. C. HOFFMEYER
Pacific Coast Adv. Mgr.
625 Hearst Building
San Francisco

APRIL 1 post office statements show The Detroit Free Press with an average daily circulation for the preceding six months of 226,508.



SUNDAY circulation is 309,826.



THIS is an increase over the April 1 statement 1928 of 7,394 daily and 30,701 Sunday.

THE daily Detroit Free Press was the only Detroit daily newspaper to show a gain for the year.



AVERAGE circulation for the month of March was 230,689 week days and 329,792 Sundays.

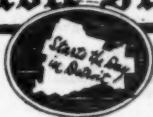
The Detroit Free Press

FERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

W
The
sons
comp
contin
disco
as th
stater
work
of sa
He
bert
and v
succe
the v
Amer
many
ordin
upon
of we
bonus
tion a
atten
motto
are a
the co
ecuti
pure,
The
this o
of th
Unfo
mote
dange
ing h
is mo
itself
which
Inte
fect,
Ha
a gen
The
by an
will
ing th
motto
men v
eterna
of co
move
work
day

This Bunkum About Hard Work

True Work Is Self Expression—Not Hard Labor

By Donald A. Laird

Director, Psychological Laboratory, Colgate University

WORK may be a virtue, but its virtue is much overworked. The statements of eminent persons in which they credit their accomplishment largely to serious and continued work should be liberally discounted. Biographers, as well as the living, should have their statements about the efficacy of work taken with a small handful of salt.

Henry Ford, Thomas Edison, Elbert Hubbard, Theodore Roosevelt, and whole hosts of other eminently successful men have all glorified the virtue of work. However, the American executive will make many mistakes in handling his subordinates if he acts completely upon this belief in the importance of work. Time clocks, attendance bonuses, rewards for high production are intentionally used to focus attention upon work. Inspirational mottoes and personal interviews are added to these to hammer into the conduct of the subordinate executives the virtue and wisdom of pure, unadulterated work.

The administrative danger in this does not lie in the possibility of the staff overworking itself. Unfortunately, this is only a remote possibility. The greater danger lurks in the executive wasting his effort and overlooking what is more significant than mere work itself in producing the results for which he is striving.

Intensive work is usually an effect, not a cause.

Hard work is an indicator, not a generator.

The individual with great ability, by and large, is usually the one who will apply himself without needing the prodding of an embellished motto or reading the lives of great men who also worked seriously and eternally. There are a few dubs, of course, who wrinkle their brow, move by rapid jerks, and try to work hard, but at the end of the day have little accomplished to

show for their efforts. This is abortive work, not real work. Pep talks focused upon the topic of hard work are more likely to produce abortive work than they are to inculcate the production of wide, clean swaths each day that indicate real work. The idling pulley on the countershaft goes around just as fast as its twin keyed into the drive shaft of the machine, but it produces nothing except friction and wear. The idling pulley can be speeded and only friction and wear will be increased.

Those Who Are Not Keyed to Their Jobs

There are many persons who are not keyed to the drive shaft of their present jobs. Most of those who are keyed to the job do not need to be prodded.

More effective than trusting to the virtue of effort itself is the executive attitude of assuming that the fellow who needs prodding is the fellow who could not do the job even if he did respond to the prods. The widespread faith in the usefulness of simple stimulation to work harder needs to be supplemented to a large extent—perhaps even supplanted—by the faith that if you have the right man for the job he will not need the stimulation.

An extra week spent in selecting the subordinate may result in saving years of misdirected time trying to get him to produce more.

Work has produced results for successful people because their application to their life's tasks was caused by ability. It is not simply ability to work, but ability to do that particular work. Resultful work is a good evidence of inborn skill for the job itself. The real virtue of hard work is in revealing along what lines one's abilities run. The real slaves in this world are the men of ability; but they will not relinquish their slavery

even after they have made the first million.

A Mid-Western psychologist who some time ago invented a machine to measure mathematical relationships has just now attempted to estimate the importance of industriousness in job-success. He finds that it merits a rating of about 35 per cent. Luck or accident merits only 15 per cent. And to capacity or ability he gives a weight of 50 per cent.

This is in marked contrast to the reports we find in interviews with men who are upstanding successes. Some of them attribute it all to luck. Those who are less modest give the credit to industrious work on their part. But none of them has been honest and plain-spoken enough to give the principal credit to his inborn capacity. Perhaps they confided to their valets what great ability their masters had, but I doubt it, for great men seldom realize they are great.

True work is self-expression. The able man has more self to express, and true work is a natural outcome. I am trusting the percentages above which were compiled by Dr. Clark L. Hull at the University of Wisconsin, and I am not trusting the modest statements of those who credit the fact that they have worked hard.

Tony Sarg is a hard worker by all outward signs—or perhaps he is getting great quantities of self-expression. Listen to him and then decide:

"Between my marionette workshop in New York and my laboratory in Chatham, N. J.,—devoted to the making of animated cartoons for the movies—between the writing of children's books and drawing for the magazines, I succeed in keeping pretty busy. But my early army training has given me such vitality that I have never been able to use up all the energy I have for the daily stint. If I have been sketching all day, for example, I do modeling at night, or toy with mechanics. All of it is recreation to me. If anyone asks me about working, I say I have never done a day's work in my life—and that's the truth."

This busy world hums with work

because many men are at jobs for which they have the ability and for which they have a liking. It is not a busy world because they have been stimulated by being divided into teams for a production contest.

The virtue of hard work is in showing the worker that at last he has a job he can do and that he likes.

Gets Ruling for Advertisers from Trade Commission

A MATTER which recently came to the attention of the National Better Business Bureau concerned whether an advertiser would be allowed to quote in his advertising any extracts from reports handed down by trial examiners of the Federal Trade Commission. The question was taken up with the Commission by the Bureau.

In reply to the Bureau's inquiry, Otis B. Johnson, secretary of the Federal Trade Commission, advised the Bureau that the Commission considers the use of reports of trial examiners in advertising as unauthorized, for the reason that these reports are held by the Commission to be confidential.

Such reports, according to the Commission's rulings, are limited in their use to counsel for the Commission and counsel for the respondent, and are delivered to counsel with the distinct understanding that neither the report nor any portion of it shall be disclosed or published in any manner whatsoever, except as may be necessary in referring to such report in the exceptions thereto, the briefs and arguments before the Commission.

Appoint Behel & Harvey

The Consolidated Products Company, Chicago, manufacturer of a semi-solid buttermilk, has appointed Behel & Harvey, Inc., advertising agency of that city, to direct its advertising account. Agricultural and business publications are being used.

Now "The Smart Atlantant"

The name of *Town Talk*, Atlanta, has been changed to *The Smart Atlantant*. Pulaski S. Holt is now publisher.



here. . . .

New industries come, old industries expand, millions of dollars are added to the combined community payroll . . .

Restless progress constantly alters this market . . . In a year, more than \$3,500,000 has been spent in new plants by industries preferring Jacksonville as the center of distribution for the Southeast . . . More payrolls mean more buyers . . . and Jacksonville already has a \$30,000,000 industrial payroll . . . Reach the payroll spenders through the paper which reaches them — Florida's Greatest Newspaper

FLORIDA'S GREATEST NEWSPAPER

MORE THAN 63 YEARS OF SERVICE



The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

(Formerly Benjamin & Kentnor Company)

New York 2 West 45th Street	Philadelphia . . . 1524 Chestnut Street
Chicago . . . 203 N. Wabash Avenue	Los Angeles . . . 117 West 9th Street
San Francisco . . . 58 Sutter Street	

Of Course Salesmen Can Know Too Much About Their Line

But This Is Better Than Not Knowing Enough, Screw Manufacturer Decides

A PRINTERS' INK representative, conversing recently with George J. Dunbaugh, Jr., general manager of the Champion Manufacturing Company, Chicago, asked him this question:

"Are your selling representatives salesmen first and technical men second, or vice versa? In other words, can a salesman know so much about how his merchandise is made and what it does that he is likely to put in most of his time talking shop and forget about the selling?"

Every manufacturer in the industrial field will at once recognize this query as representing one of his most venerable selling problems; and nobody, as yet, seems to have worked out an entirely satisfactory answer. Here, however, is Mr. Dunbaugh's contribution to the discussion:

"In deciding upon the qualifications necessary for those who sell our line," he said, "we unhesitatingly put technical and intimate knowledge of the merchandise first. Our line is made up of more than 10,000 separate and distinct numbers in wood and machine screws. We could, of course, take in men from the outside and put them through an intensive study course in an effort to teach them the line. But what would be the result? Their knowledge at best could be only superficial and general. If they were really to know our goods in something near expert fashion, they would have to work in the factory for months. And even at that the chances are they would be lacking in some essential phases of technical information.

"Therefore, we take our salesmen

right out of our factory—select them from among machinists who know every detail as to how the screws are made, but who perhaps have not the slightest idea as to salesmanship. We instruct them for a time by sending them around with other salesmen and then assign them to a territory. They have only a superficial knowledge

of selling, but they do know the goods they are supposed to sell. Thus they are able to give purchasing agents and others the very highest grade of helpful and entirely dependable information.

"Are they likely to enter so fully

into the manufacturing problems of their customers that they fail to exert the necessary selling pressure? They are; they do. We doubtless lose some business as the result. But their efforts are much more resultful than those in the other classification—men who are salesmen first and technical men second.

"I have heard it said many times that if a person is properly trained as a salesman and has the real selling instinct he can sell anything. This may apply to the broad field of general merchandise where goods are sold to be resold at a profit. But I cannot see how it can possibly work out in the industrial field where merchandise is sold manufacturers to use in making their commodities. It is infinitely easier and more profitable, according to my view, to take men out of the factory and give them a veneer of salesmanship than to bring in finished salesmen and try to teach them something that the factory men know backward and forward."

WHICH is more valuable to a salesman, a knowledge of selling practice or a thorough knowledge of the product? Selling practice is more important, said Ed Wolff in last week's issue, page 41. A knowledge of the product, says George J. Dunbaugh, Jr., in this article. What do you think?

Concentrated Circulation in and near New York

THE NEW YORK TIMES has a larger circulation in the prosperous market which lies within a radius of 150 miles from New York City than any other newspaper of quality circulation.

The Times has a greater sale in city and suburbs combined than the total sale of any other newspaper of quality circulation, morning or evening.

SIX MONTHS' AVERAGE, MARCH 31, 1929

	Daily	Sunday
City	270,984	333,721
Suburbs (50-mile area).....	80,432	120,880
Outside suburbs within 150 miles	22,526	91,727
Total within 150 miles.....	373,942	546,328
Total net paid sale.....	437,367	752,689

The New York Times

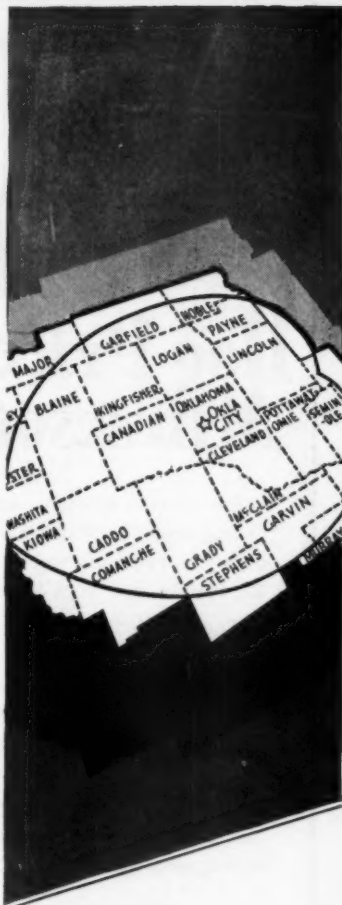
modest!

out of wholesale distribution.

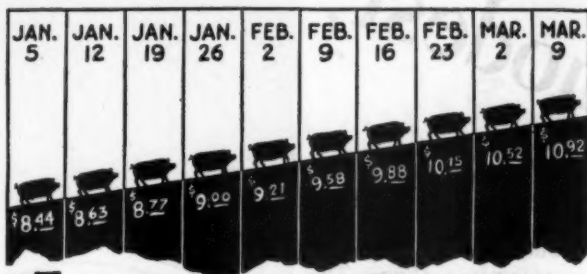
This rich, compact market, easy to travel, to sell to, to distribute to, is covered by one newspaper buy, The Oklahoman and Times—the only newspapers that even claim to cover it.

Daily The Oklahoman or Times are read by 97% of the families in Oklahoma City. In the trade area they go into 226 towns where they reach 45% of the families. The Oklahoman and Times have more coverage in the 68-mile suburban territory than the combined circulations of the 16 other dailies, and it costs only about one-half as much!

The Oklahoman and Times coverage and sales influence in the Oklahoma City Market will help advertisers to build distribution and increase sales at one low cost.



The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
 The OKLAHOMA PUBLISHING COMPANY
 THE OKLAHOMA FARMER-STOCKMAN - WKY
 New York Chicago Detroit E. Kass Special Advertising Agency Atlanta Kansas City San Francisco



Hog Prices Break Minnesota Records

For twelve straight weeks the weekly average of hog prices in South St. Paul showed an increase over the previous week. The chart above shows the steady rise from \$8.10 to \$10.92.

The South St. Paul federal and state reporting service declared this performance to be little short of phenomenal. It is another example of the way Northwestern farmers are making money.

While Minnesota ranks fifth among all states in hog production, this is only one of the many income sources of these prosperous farmers, who can be made your customers through the Northwest's only weekly farm paper.

THE FARMER
Wells Publishing Co., Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
 307 No. Michigan Ave.,
 Chicago, Ill.



Wallace C. Richardson, Inc.,
 250 Park Avenue,
 New York

A Northwestern Institution Since 1882
 Member Standard Farm Paper Unit

Why Some Drawings "Faw Down and Go Boom"

A Lesson in Art from a Famous Detective

By L. Crampton Sossaman

Art Director, Tracy-Parry Company, Inc.

"Y' KNOW, Markham," began Philo Vance, detective extraordinary, expounding a most ingenious deduction which contributed to the solution of the "Canary Murder Case," "every genuine work of art has a quality which the critics call *élan*—namely, enthusiasm and spontaneity. A copy, or imitation, lacks that distinguishing characteristic; it's too perfect, too carefully done, too exact."

Little did Vance realize that, in explaining a deduction which definitely fixed the murderer of the "Canary," he at the same time answered a question which is asked many times of almost every advertising artist.

We have a sketch made. It is the original. It represents exactly what we want. It has originality, spontaneity, and enthusiasm. It has *élan*. It has just those flaws that make it natural and masterly. If it were done just a little better we might use it as a final. But no, we must have a final. We call in an artist. We commission him to make the final. Actually we commission him to make a copy. If he made the sketch he will copy his own creation. If another made the sketch, he has the further difficulty of copying another's creation. Either way, he is copying.

He does the work. He brings in the final. It is final. In fact it is so infallibly "final" that it lacks all the spontaneity and character—the *élan*, of the sketch. The masterly flaws have been buried beneath an exacting technique. And we ask: "Why can't you get into your final the freedom and spontaneity of the sketch?"

"Even enlightened scions of the law," continued Vance as Markham listened with exaggerated politeness, "are aware that there is bad drawing in Botticelli and

disproportions in Rubens, what? In an original, d'ye see, such flaws don't matter. But an imitator never puts 'em in: he doesn't dare—he's too intent on getting all the details correct. The imitator works with a self-consciousness and a meticulous care which the artist, in the throes of creative labor, never exhibits. And here's the point: there's no way of imitating that enthusiasm and spontaneity—that *élan*—which an original . . . possesses. However closely a copy may resemble an original, there's a vast psychological difference between them. The copy breathes an air of insincerity, of ultra-perfection, of conscious effort."

To apply Vance's deduction to our question: too often our finals are not genuine and sincere. They are sophisticated, self-conscious and clever imitations, done by skilful copyists.

"I grant you it is correct and typical in every detail," continued Vance, "but just there is where it fails, don't y' know. Its technic is too good, its craftsmanship too perfect. The *ensemble*, as it were, is not convincing—it lacks *élan*. Esthetically speaking, it has all the earmarks of a *tour de force*. Vulgarly speaking, it's a fake."

Making a Fake

If we forsake the spontaneity and sincerity—the masterly genuineness of the original sketch—for the precision, detail, and exacting technique of the final, do we not have a fake? We do, for it is not technique that we are copying but "that certain something" which the creator put on paper in his expression of artistic genius—an inspiration so genuine that it reduced technique to a mere careless unconscious effort.

"What is true of art is true of

life," Vance resumed placidly. "Every human action, d'y'e see, conveys unconsciously an impression either of genuineness or of spuriousness—of sincerity or calculation. For example, two men at table eat in a similar way, handle their knives and forks in the same fashion, and apparently do the identical things. Although the sensitive spectator cannot put his finger on the points of difference, he none the less senses at once which man's breeding is genuine and instinctive and which man's is imitative and self-conscious."

These two men are the original and the copy. They act exactly alike but one is genuine and the other a fake.

Our finals are usually made as perfect as it is possible for the artist to make them—perfect in drawing, composition, technique, color—and in every detail demanded by the agency and the client. How many of the recognized masters, old or new, were perfect? We will use Vance's answer in his explanation of the "Canary" crime: "None! And why? Simply because nothing actual in this life—nothing that is spontaneous and genuine—runs to accepted form in every detail. The law of chance and fallibility invariably steps in."

In making our finals we leave nothing to chance; we make them mathematically perfect, we tickle them up.

"And therein," explained Vance, "lies the irresistible inference of its having been carefully premeditated and planned . . . its conception was not spontaneous. . . . And yet, don't y' know, I can't point out any specific flaw; for its great flaw lies in its being flawless. And nothing flawless, my dear fellow, is natural or genuine."

People respond to the natural and the genuine, and shun the unnatural and the fake. So we should strive more for the natural and genuine in our art. We must retain the *elan* of the original sketch—the spontaneous natural genuineness of the creator—and shun the imitation. But how? If we cannot get it with a final, let us more

often prepare our original sketches so they may be reproduced and thereby give our advertisements a power and a selling force that can be had, not with just a drawing, but only with enthusiasm, spontaneity, genuineness—*elan*!

Trade-Marks and Their Identities

ALUMINUM INDUSTRIES, INC.
CINCINNATI, APR. 8, 1929

Editor of PRINTERS' INK:

Please accept the writer's thanks for the numerous articles and bibliography sent me on the subject of "The Value of Trade-Mark Identity."

By being able to render such valuable service as this your good publication assumes a position of irreproachable value to the advertising profession.

J. LAWSON WIGGINS,
Sales Promotion Manager.

Stillman Cream Company Appoints L. W. Gesler

L. W. Gesler, vice-president of the Brandt Advertising Company, Chicago, has been appointed manager of the Stillman Cream Company, Aurora, Ill., toilet goods. In addition to his new duties with the Stillman firm, he will continue his connection with the Brandt agency.

To Represent Continental Typefounders

The Continental Typefounders Association, Inc., New York, has appointed the Charnock Machine Company, Inc., Buffalo, N. Y., as its representative in that and other Northern New York State cities.

James Deering with Blackett-Sample-Hummert

James Deering, formerly with Henri, Hurst & McDonald, Inc., Chicago advertising agency, has joined the production department of Blackett-Sample-Hummert, Inc., advertising agency of that city.

C. B. Charmatz Joins Davega, Inc.

Charles B. Charmatz, formerly New Jersey division manager of The 1900 Washer Company, Binghamton, N. Y., has been appointed sales manager of the Vita exerciser division of Davega, Inc., New York, sports and radio equipment.

Made Vice-President of Conklin Mann, Inc.

G. W. Freeman, formerly secretary, has been elected vice-president of Conklin Mann, Inc., New York advertising agency.

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5c DAILY

APRIL 18, 1929

10c SUNDAY

EVEN 10¢ MEALS WOULD COST L. A. \$150,000,000 ANNUALLY

EXAMINER FIRST IN

A. M. FOOD VOLUME

A BILLION and a half meals every year, at a cost of \$150,000,000 annually, if we rate each meal at 10¢ only! That is Los Angeles' share of the food bill of the Nation, rating it close to third place as a consumer of Gargantuan feasts at the National dinner table.

And that does not take into consideration, if we interpret the territory in terms of the National Advertiser of foodstuffs, the vast back-country market of Southern California influenced by Los Angeles newspapers, more particularly The Examiner. That territory, itself, represents an additional 2,700,000 people, or three times that many meals daily.

Playing its own effective role as an ally of the Food Advertiser, The Examiner conducts two Cooking Matinees each week, playing to capacity houses; broadcasts, through Prudence Penny over KPLA, Household Economics discussions three times weekly; runs many splendid recipes in the course of each week's issues; publishes a most interesting Friday Food Department, and during March ran 8,484 lines ahead of the next nearest morning paper here, in its volume of Food Lineage.

Schedule The Examiner for every **QUALITY** food account!

The Examiner is one of the 28 Hearst newspapers read by over 20,000,000 people. It is a member of the International News and Universal Services, of the Associated Press and the Audit Bureau of Circulations.

MUSIC MASTER



Pietro Cimini

"WHY I READ AND LIKE THE LOS ANGELES EXAMINER"

"IT is a fortunate thing for me that I DO like The Examiner. If I didn't, I would have to buy it anyway. My entire family, from my young son on up, insist that it is one of their day's most necessary adjuncts."

"Patterson Greene writes interestingly and artistically on affairs of the music world; Brisbane's sympathy with my native Italy and his understanding way of getting at the meat of the nut in everyday affairs; Luella Parsons and Florence Lawrence in the Dramatic Section, and the inimitable Mark Kelly's editorship and comment of, and in, the sports pages—these merely touch upon what I find stirring, dramatic, breezy, and accurate every day in your paper."

Maestro Pietro Cimini is conductor of the Los Angeles and San Francisco Grand Opera Association. Formerly he conducted the Chicago Civic Opera. He is a voice pedagogue of wide repute. His home is in Los Angeles.

Don't Let Your Salesmen Sell You Orders at a Price

Let the Sales Force Influence You in the Making of Prices and You Spoil the Force

By A. H. Deute

General Manager, The Billings & Spencer Company

"I UNDERSTAND that you have made a proposition to our star salesman," a certain manufacturer wrote to his outstanding competitor.

As the competitor read this, he felt that he was about to receive a severe reprimand for an obvious breach of business ethics. He had made direct overtures to this particular salesman, who was the best business-getter on the staff of the rival concern.

Imagine his amazement when he continued with the letter: "If you really want him, go right ahead and press your proposition because it will save me the unpleasant job of firing him. I dislike firing people. The reason I am going to fire him is this: I can't afford to keep him any longer. Not that he falls down when it comes to getting business. In fact, he not only gets too much business, but he is too good a salesman. The real trouble is that he never realizes whom he is working for. He is always selling me something instead of selling the customer.

"He wires me asking me the lowest price per pound on ten barrels of jelly beans. I quote him a price. The chances are the next morning there is a telegram on my desk saying that he can get an order for forty barrels but that I must shade the price a cent a pound. Half an hour later, he is calling me up and putting up a first-class sales talk as to why we can't afford to pass up that order for forty barrels at the price he is offered. He's such a good salesman that invariably he gets me talked into taking the business. When the end of the month comes and we do a little figuring, we always find that he is top man in volume, but usually bottom man in

profits. More than once, the end of the month has showed us red figures on his business.

"So I've been wanting to get rid of him for some time, but I can't fire him. He always sells himself back again every time I try it. He works on commission and I am his one best source of supply. If he owned a factory of his own, he wouldn't be so well off. He isn't working for me at all. I'm working for him. And he refuses to change the working arrangement. Now, if you want him, take him in a hurry. He's yours for the asking."

This letter brought these two manufacturers together and they had a very pleasant visit exchanging experiences. The result was that the star salesman was hoisted out of the industry, so far as that territory was concerned. His employer developed sudden bravery and discharged him definitely by wire and then took a month's vacation, leaving no forwarding address. The competitor almost took him on but permitted his better judgment to prevail.

A Common Type

This chap is an outstanding example of a type of salesman one finds in every industry. Seldom, though, is he carefully analyzed and laid out for inspection. Another one of the same tribe is engaged in selling printing in New York. I came to know him quite well after some years and one day he explained to me why he sold printing for about a dozen concerns instead of just one.

"It's because I can take better care of my customers when I'm not tied up to any single shop," he told me. "I grew up in the printing business. I can figure costs

ONE OF THE 506

Exclusive Accounts

Interwoven Socks is another of the 506 Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Examiner coverage is worth consideration—when it can put over the story of this popular product single-handed, and the stories of 505 other exclusive accounts as well.



**Interwoven
Socks**

San Francisco Examiner
Monarch of the Dailies

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service
Member of Associated Press
Member Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO

T. C. HOFFMEYER
Hearst Bldg.
SAN FRANCISCO

SALES COSTS

ARE LOWER IN PHILADELPHIA

*where one newspaper
does the advertising job*



MANUFACTURERS, today, are analyzing markets with an eye to *net* profits. *Selling costs* are being studied as closely as sales potentials.

They are measuring trading areas with the yardsticks of Economy and Effectiveness; comparing actual *costs* with possible *results*.

Philadelphia welcomes the most searching analysis of the sales opportunity which it offers—on this basis.

A trading area of three million people—America's Third Largest. A compact, accessible market where distribution costs are low. A city of homes and home owners creating a steady, persistent demand.

And a city where one newspaper has won the

And in Exclusive Suburbs

Bala-Cynwyd, Bryn Mawr, Merion, Chestnut Hill, Haverford, Drexel Hill, the Old York Road Section—Suburbs that are world-famed for their palatial estates. In every suburb The Bulletin leads by far . . . exceeds the combined circulation of all Philadelphia morning papers. In city and suburbs, nearly everybody reads The Bulletin. The net paid average daily sale for 1928 was 548,573 copies.



confidence of virtually the whole people:

548,573 copies of The Evening Bulletin are sold daily in this market of 600,000 homes.

Covering thoroughly an entire metropolitan market without duplication or waste.

Influencing a great people, because it is the newspaper they are conscious of, believe in, and buy—as an essential part of their day.

Since 1895, The Bulletin has built circulation solely upon its merits as a newspaper. Growing, without premiums, reader-contests or bold headlines to be far larger than any other newspaper in its city,—one of the greatest in America.

The Evening Bulletin offers today—Concentration, Coverage, and Economy—without equal, in a rich, stable market: An opportunity without parallel for effective advertising.

The Evening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

797,072

(Nearly Half)

of the *1,761,197 English-speaking families in the Metropolitan Trading Area read the Sunday New York American.

—A GAIN in City Circulation of 5,284 over a year ago

—A GAIN in Suburban Circulation of 10,346 over a year ago

—A TOTAL GAIN within New York's 50-Mile Trading Area of 15,630

The SUNDAY NEW YORK AMERICAN

"The Dominant Factor in New York Merchandising"
With A Total Circulation of 1,121,539 Each Week

* Estimate

with the best of them. Most printers can figure costs, but few of them do. That is, they don't figure costs cold-bloodedly. They do their figuring while they wear rose-colored glasses. They estimate their production optimistically. On paper, they're going to show a little profit, but actually they don't.

"Now, some shops like one kind of work and others like another. So I don't want to be tied down to a single shop. My income comes from my customers, from the business I can write. I work for a number of printers on a commission. I know right where I get off before I start. If I write \$10,000 worth of business during the month, I know in advance that I am going to have a \$1,000 month. And I know, too, that it is no sure thing that the printers who pay me are going to make 10 or even 5 per cent. They are taking the risk. My customer is not and I am not.

"Here is where I protect you: You want a certain booklet printed. You want 50,000. I know you're going to shop around a little. Well, I'm even a better shopper than you are. I know three or four shops that can do that job. I know that two of them are pretty low on work. I take the job to these two. I ask each one to give me a price on 100,000. I get each man's figures. The next day I tell each man he'll have to refigure. Times are hard. Orders are few. The printer sees empty presses staring him in the face. He wants that order. Later in the day, I've secured two lower prices in 100,000 lots. I take the lower man and tell him I think I've got the order for him, but that the most I can get is 50,000. Then I do a little selling and try to get him to let me quote that price for 50,000. The chances are I talk him into it. Then I come to you with my quotation. And you've got to go some to get a better bid from anybody else. Now you can see why you are better off dealing with me because I am placing business with a dozen shops."

This man's work isn't exactly ethical. On the other hand, it

represents a method of doing business which some people are inclined to call "shrewd," when they do it, but "sharp practice" when done by the other fellow.

However, I shall not argue the morals of the thing. I am simply trying to bring out into the light this particular type of salesman, so that we can ask ourselves whether it ever pays to have such a man on the sales force, regardless of the volume he brings in.

We must realize that just as often as not this type of salesman is working along in perfect sincerity, not aware at all of the unsoundness of his method of selling. There is such a chap working for a concern producing a variety of automobile parts. These parts run into the hundreds of thousands. Competition is naturally very keen. The salesman is a terrific worker. He works on a salary so no false motives can be ascribed to him. But he feels desperately hurt when he fails to get the order he is after.

The Buyers Know His Weakness

The buyers for the various large companies know this man and his attitude. They make the most of it. Those buyers must buy closely. They must get the best possible quotations. They know that many a time it is possible, under pressure, to produce an article at a slight saving. Some better method may be developed. Some way may be found which will reduce the price per each a fraction of a cent. Multiply that by several hundred thousand units and the saving in dollars is considerable.

So when this salesman comes around with his price, the buyer sits down with him and explains that he would like to give him the business but something is wrong with the figures. Something should be done about it. And the salesman is off in an attempt to get the house to refigure the cost with the thought of getting it out to better advantage and making a lower price.

The man employing this salesman knows that he has an unusually hard-working salesman repre-

sending him. He tells himself that he knows how to figure costs and he won't let that man talk him into a lower price to get even a large order.

Yet, every so often that is just what happens. A fine, big order is in sight. The salesman calls up on long distance: "Blank says he can pay 5¼ cents but he can't pay 5½. But if it will help us any, he'll place an order for 500,000 instead of 400,000 pieces.

And with that quantity in sight and the thought of possible idle equipment on the one hand and possible savings on the other, the order is taken on.

"Then we go into production," this employer told me, "only to find that as we get toward the end of the order, we haven't made any money. More than once, we have taken on the hazards and risks of a very large order only to realize as we proceeded with it that if the slightest mishap occurred, there would be no chance of a profit—more likely a loss."

Some years ago, when I was working for J. W. Vogan, of the Vogan Candy Corporation in Portland, Oreg., he said to me, as he was speaking of a particularly notorious price-cutter: "That man isn't a price-cutter at heart. He really means to get a fair price for his goods, but he can't help listening to his salesmen."

The point is this: Salesmen naturally want orders. Whether they are on salary or commission, the principal thing with a man who is a salesman at heart is getting the order. There is something very, very enticing about the order for its own sake. And when it happens to be a case of a man who is not primarily concerned with costs and profits, but rather with writing orders, as is the case with the salesman, then getting the order into the house is the main consideration.

So you often find the salesman spending as much effort to sell the boss the idea of accepting the order as he did in getting the buyer to sign the order.

I had an experience of this kind just a few days ago. For some months we had been making a cer-

tain article for a manufacturer who needed this article in an assembly he was producing. We took the job at a close figure. We held our breath for the first month or two, hoping nothing would happen to put the job into red figures. Then we managed to develop a device which enabled us to increase production and cut down the cost. It permitted making a reasonable profit. We heaved a sigh of relief and said: "Never again will we take any such slim chances. The next time, based on the law of averages, we'll probably not be so fortunate."

When the job was about finished, the salesman who got the initial order wired in that the buyer was ready to place another and even larger order but expected a reduction in price. We reviewed the matter and quoted the same price as on the first order. Experience had demonstrated that a lower price was out of the question.

The salesman was heart-broken and amazed to learn there could be no reduction. Then commenced a period of telegrams, long-distance calls and letters, together with suggestions that he might as well resign because another house was not only willing, but anxious to take on the business at a lower price. He even stated the lower price at which a competitor would take the business. The buyer had given him facts and figures.

Such a situation is tragic for all concerned. It is nerve racking for a salesman to see a large order go by the board simply because the management is inclined to be arbitrary and obstinate. Just why can't the house take on the business at that price, especially when another house is anxious to get it?

"It goes to show that there is something all wrong in the manufacturing department when somebody else can get the business and make money on it and we have to pass it up. It makes a man wonder if he isn't working for the wrong house." And so on and on and on.

It is equally trying for the management. Is something internally wrong? Does the competitor possess some secret process which enables him to take on orders at such

How the Consumption of Branded Fresh Lamb as Advertised in the Los Angeles Times Doubled in Two Months

WATERS & McLEOD

Advertising

1121 Detwiler Bldg.

LOS ANGELES

March 14, 1929.

Los Angeles Times

Gentlemen:

The Woodward-Bennett advertising campaign on branded fresh meat selling at a premium was the first newspaper advertising of its kind in the United States, we have been told.

Whether or not this is so, doesn't matter. We do know there was little precedent for merchandising of this kind, which naturally means there was some doubt about the outcome.

The Los Angeles Times was selected to carry the bulk of the campaign, in fact was the only paper used during the tryout.

The unusual success of this advertising both in widening distribution and increasing sales of the higher grade lamb is a matter of record. Distribution on the advertised grade of lamb selling at a premium was increased over 100% within two months.

That the new advertiser is carrying on this year and that The Times again secures the bulk of the copy shows what the client and we think of your paper as an advertising medium.

Cordially,

WATERS & McLEOD.

Los Angeles Times



Eastern Representation: Williams, Lawrence & Greener Co., 360 N. Michigan Blvd., Chicago.
285 Madison Ave., New York. Pacific Coast Representation: R. J. Bidwell Company, 742 Market St.,
San Francisco. White Henry Stuart Bldg., Seattle.

prices and make money? It must be so! The salesman is on very friendly terms with the buyer and has "the straight dope."

I do not think that many executives upon whom the responsibility for these decisions devolves are ever inclined to decide wisely on such matters except as the result of experience or of having worked under very sound and experienced men who taught them the philosophy of this phase of business.

The afore-mentioned J. W. Vogan has an iron-bound set of rules on this subject. He is of the implacable type of business man. His friends call him "firm."

But the long and short of the matter is simply this—every order must, in itself, show a profit. Taking an order at a loss or at best on an even break with the hope that it will, at some future date, possibly bring about some profitable business is not sound. It is economically all wrong. It means that at some future date the business must be taxed to take care of some other business taken at a loss. Regardless of what sad stories the salesmen bring in about how high your costs are and how low the other man is quoting, stick to your own cost figures and quote accordingly. Of course, all the time one must study his own operating methods and strive to bring about lower costs, but until such costs are actually indicated in the monthly statements, they must not be permitted to govern the making of prices.

Always, we must keep in mind the fact that it is perfectly natural for the sales force to want to write orders. Letting orders slip away and go to the competitor is never pleasant. It is particularly annoying to the salesman when the buyer says:

"You know I'm friendly toward you and your house. I'd like to give you the business, but your prices are too high. I guess your costs are high. Better get next to yourselves and learn how to produce. Then you can quote some decent prices."

This is gall and wormwood, whatever that is, for the 1929

model or any other model salesman. It is particularly hard for the salesman who has, for a while, been permitted to shade prices. Once let a salesman do some price shading and he is in the clutches of an incurable disease.

There is an interesting illustration of this in the practice of a group of Western sales managers who make it a practice never to employ a man who has sold for one particular house. It is well known that that house lets its men shade the price to get an order. Those men, if they go to work for another house, cannot make good if they have to work on an established list. So the houses which do not let their men shade prices leave these men alone.

In conclusion, we come to this: More often than not, the low prices we are making are in response to pleas made by our own men. Those pleas are almost always based on what the competitor is said to be giving the buyer. How often are these absolutely true and correct? How often are they rather vividly colored, first by the buyer and later by the salesman when he tells his story to the boss?

Let the salesmen once get into the habit of fighting for price reductions or special concessions and there is no end to the reasons they can advance for making this and that concession. They become price salesmen, pure and simple.

As a Chicago sales manager summed it up the other day: "Let your salesmen have a little opportunity to influence you in the making of prices and you spoil your force, give away untold sums in profits and upset competitive conditions to the end that there is likely to be a needless, senseless price war between competitors which doesn't do anybody any good. The only answer is to give your salesmen the best prices you can and then make them realize they must stick to them. Then you can hope to make business-builders of your men. Otherwise, they form themselves into your price-cutting and profit-cutting department. They can't help it. It's up to you."

Where sales are greatest

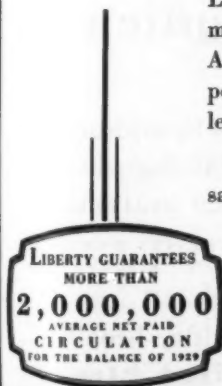
... sales costs lowest!

A WRITER in *Printers' Ink* told: "Why we dropped 57½% of our customers." The reason was that 97% of the sales volume in dollars came from 42½% of the customers. There was no profit in the field where 90% of the sales effort was invested.

Have you analyzed your sales in the same way?

LIBERTY'S 99% newsdealer circulation is concentrated in cities having a population of 25,000 or more. LIBERTY is convinced that for the majority of products the bulk of profit comes from major markets. Thus 2,000,000 circulation concentrated in these markets can do a better job than a much larger scattered circulation. Obviously the advertising cost is less. In 124 important cities LIBERTY'S circulation exceeds that of the magazine having the largest circulation in America. In most of the 322 cities having a population of 25,000 and over, LIBERTY leads all magazines but one.

Do you concentrate your advertising where sales are greatest and sales costs lowest?



Liberty

A Weekly for Everybody

D **WALTER**
AMROSCHE
OR
TRUE
STORY...

**which has the most
responsive audience?**

Walter Damrosch's Symphony
Orchestra, broadcasting clas-
sical music over 29 stations,
attracts 1,000 letters every week.

* * *

True Story Magazine, broad-
casting dramatized "true

stories
tracts
week.

Aesth
ness n

of T
C



stories" over 27 stations, attracts nearly 2,000 letters every week.

* * *

Aesthetes may weep. But business men will stop and think!

* * *

—(TUNE IN FRIDAY NIGHT—COLUMBIA)—
—(CHAIN—9-10 P. M. EASTERN TIME)—



A More Economical Market To Cultivate Than Others of Equal Size

The Booth Newspaper Area with its 1,350,000 persons has all of the advantages of a great metropolitan market without the usual complexities.

It is conveniently divided into 8 compact divisions that permit concentration of sales and advertising activities in one section at a time.

It avoids duplication because one of The Booth Newspapers completely covers each of the eight Booth Newspaper cities and adjacent territory without duplication.

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

Editor
We
refer
Prin
of sh
order
foun
after
We
statist
sales
contr
paym
C. O
We
figure
fered
sellin

IT
th
hous
how
its g
amou
thing
just
have
mail-
years
to it.
we w
with
tinen
Agen
All
(excl
tions
whos
decre
custo
inspe
sendi
facto
few
spect
impli
WI
stater
parat
ing a
regar
the a
accep
well
rally

Few Mail-Order Buyers Abuse the Inspection Privilege

Mail-Order Houses Report That Their Losses Due to Dishonesty or Imposition Amount to Less Than 1 Per Cent on Sales

THE CHAMBERS AGENCY, INC.
LOUISVILLE, KY.

Editor of PRINTERS' INK:

Will you kindly send us a list of references made in PRINTERS' INK or PRINTERS' INK MONTHLY to the subject of shipping goods on inspection in mail-order transactions, to be returned if found unsatisfactory or to be paid for after a certain number of days?

We are particularly anxious to obtain statistics on the increase in mail-order sales brought about by this method in contrast to the method of demanding payment in advance or sending goods C. O. D.

We would also like to obtain some figures on the percentage of losses suffered through this type of mail-order selling.

THE CHAMBERS AGENCY, INC.

IT is not so far out of line to say that every reputable mail-order house in the country, no matter how large or how small, sells all its goods "on inspection," or what amounts substantially to the same thing. We never looked at it in just this way before, although we have kept in close contact with mail-order development for many years, devoting much careful study to it. The thought came to us as we were assembling some material with which to answer the very pertinent inquiry of The Chambers Agency, Inc.

All merchandise sold by mail (excluding, of course, the transactions of the crooked organizations whose number, happily, is rapidly decreasing) is sent out with the customer having the privilege of inspecting, using or trying it and sending it back if it is not satisfactory. In only comparatively few cases are the words "on inspection" used, but they are always implied.

Why do we make such a broad statement? Because, in this comparatively enlightened merchandising age, no selling transaction is regarded as being complete until the article or commodity has been accepted by the buyer in spirit as well as in fact. There are naturally some differences in the de-

tails of the transactions, depending upon the various operating systems employed by the sellers. One house may frankly offer its merchandise on inspection without any cash payment; another may send the goods on trial after having received all or a part of the purchase price; still another may ship the customer's order in the regular way after having received payment for it, and then have the broadest kind of a guarantee which provides that the goods may be sent back at the company's expense and the money immediately refunded. It all amounts to the same thing.

Any mail-order house that gets anywhere has got to be meticulously careful and liberal in interpreting and applying the terms of its guarantee. It must mean exactly what it says when it agrees to let the customer be the judge and not "talk back" when goods are returned for refund or exchange. Otherwise it would not be in business very long. It has learned that there cannot be any "ifs" employed. Naturally, the privilege is abused to an extent but, considering the huge aggregate of mail-order sales, the loss in this respect is negligible.

One of our staff writers while walking through a stockroom at Montgomery Ward & Company one day with an official of that organization, noticed a huge truck load of shoes in various stages of decrepitude. The official explained, in answer to a question, that the shoes had been sent back as unsatisfactory and that, under the terms of the company's guarantee, they would be replaced with new pairs or the money refunded.

When the PRINTERS' INK man expressed further curiosity, an assistant buyer was called over and instructed to examine some of the nondescript merchandise. As the shoes were pulled out of the pile, pair by pair, it became rather pain-

fully apparent that that company was keeping a considerable number of people in shoes at almost no cost. Most of the shoes were plainly worn out; they had given months of service and then the wearers had returned them as unsatisfactory or defective. But there was no argument; new shoes or the money went back to each.

We mention this incident as rather a spectacular example of the literalness of the mail-order guarantee. It means exactly what it says and is carried out without the slightest equivocation or qualification. If this is not sending merchandise on inspection or on trial, what is it?

Many of the lesser mail-order organizations make advertising capital through specific offers to send goods on inspection, even though such an offer is only a variation of the water-tight guarantee plan used by houses such as Sears and Ward. But, in only comparatively few instances, with the exception of book publishers, do firms mail the goods on trial without their having been paid for in whole or in part. Such sales, therefore, are only conventional mail-order transactions under somewhat different phraseology. Book publishers, as is well known, will send advertised volumes on inspection and leave it to the customer's honesty to return them within five days or send the money.

Farmers Are a Good Risk

Certain manufacturers selling specialty merchandise to farmers will ship on inspection without being paid cash. Farmers as a class are regarded as good credit risks and most of them will pay. The Omaha Tanning Company, for example, will send a man a set of harness and allow him to use it for a couple of weeks and then, if he regards it as a good value, to pay for it; otherwise he is to send it back. Such offers are not uncommon, but they are not broadcast; they are advertised in class mediums, most of whose readers are supposed to be worthy—and the supposition, based on the law of averages, is fairly well founded.

Our inquirer asks for the percentages of loss incurred by this kind of mail-order selling. No percentages, of general application, are available. The loss, however, does not amount to much. Mail-order merchandisers with whom we have talked say their losses through dishonesty or imposition amount to less than 1 per cent of their total sales volume, although reaching a sizable figure in dollars and cents. Others dismiss the question by some such remark as that the loss from this source is too small to be considered.

There are firms such as the jewelry house of Geo. T. Brodnax, Inc., of Memphis, which allow mail-order customers to establish themselves in a credit way and thus have the privilege of having merchandise sent them on approval in the same way that a department store delivers goods to its charge customers. A person who has a charge account with Brodnax, regardless of where he may live, is privileged, for example, to order three or four diamonds sent him so that he may make a selection of the one he wants. The selection made, he sends the others back and pays for the one on the instalment plan if he so desires. The same credit that brought the diamonds to him is employed in the deferred payment arrangement.

Brodnax naturally has its share of uncollectable bills, as does any other organization, retail or what not, that sells on other than a strictly cash in advance basis. But such defaults in payment are by no means peculiar to the mail-order business. If anything, a person buying in this way by mail is more particular about paying than he is if he buys from a local dealer. There is a nice question of honor involved and the psychological element is present.

Many of the smaller mail-order men work their brains overtime trying to devise some polite or insidious substitute for a straight-out demand that payment be made in advance—the element that is so effectively covered by Sears and Ward in their guarantees. Advertising that the goods will be mailed

**Never has interest in
HOME BUILDING
and
HOME MODERNIZING
been so intense in the
Milwaukee Market!**

The WISCONSIN NEWS

**1929 HOME BUILDING
and HOME MODERNIZING
campaign**

**is proving itself to be one
of the most successful newspaper
educational campaigns ever launched
in this market.**

**Profit by this unusual
reader interest and IN-
CREASE YOUR SALES
in the Milwaukee Mar-
ket through the**

Wisconsin News
full detailed information on request

**One of Twenty-eight Hearst Newspapers
Read by More Than Twenty Million People.**

C. O. D. and that the customer can pay the postman strikes some as being a bit abrupt. Therefore, they have availed themselves of the facilities afforded by the express companies. A piece of merchandise may be expressed to a customer who then has the privilege of opening the packages and in the presence of the expressman making the necessary examination and accepting or rejecting it. When the expressman leaves, however, he has with him either the merchandise or the money.—[Ed. PRINTERS INK.]

Two in One

MONO SERVICE COMPANY
NEWARK, N. J.

Editor of PRINTERS' INK:

I want to congratulate PRINTERS' INK on the splendid article "Frozen Fruit Makes Its Bow to the Consumer," written by B. F. Berfield and appearing in the weekly issue of April 4. This is one of the most comprehensive articles on the subject I have read.

I also want to express my personal appreciation of your article in the same issue on "How Can We Cure the Ills That Threaten the Credibility of Advertising?"

ELBERT BEEMAN,
General Manager.

T. N. Fairbanks Heads New U. S. Envelope Division

The United States Envelope Company, Springfield, Mass., has established a division at New York for the distributing of imported papers and specialties. Thomas N. Fairbanks, formerly vice-president and general manager of the Japan Paper Company, New York, will head the new division, which will be known as the Thomas N. Fairbanks Company, Import Division, U. S. Envelope Company.

J. A. Young Starts Own Business

James A. Young, formerly of Young & Ward, publishers' representatives, Chicago, has started his own business at that city, under the name J. A. Young & Company. The new organization will represent the *Eagle Magazine*, South Bend, Ind., and the *Locomotive Firemen's Magazine*.

G. M. Baker with Florida Power and Light

George M. Baker, for the last eight years director of the creative and art departments of the Robert Rawthorne Company, Pittsburgh, has joined the advertising department of The Florida Power and Light Company, Miami, Fla.

W. J. McAneeny, President, Hudson Motors

William J. McAneeny, for the last six years first vice-president and treasurer of the Hudson Motor Car Company, Detroit, has been elected president and general manager of that organization, to succeed the late Roscoe B. Jackson. Mr. McAneeny has been identified with the Hudson company since its organization in 1909. Other officers elected are: J. H. Whittaker, first vice-president and assistant general manager, and A. Barit, vice-president and treasurer.

Courtney Johnson, general sales manager, Stuart G. Baits, chief engineer, and R. H. Webber, president of the J. L. Hudson Company, Detroit, were elected to the board of directors.

Appointed by "Fashionable Dress"

Rose F. McGuinness, formerly with Burton R. Freer, Ltd., publishers' representative, Chicago, has been appointed Western advertising manager of *Fashionable Dress*, New York, with headquarters at Chicago.

Gertrude Morrison, formerly with the *Antiquarian*, New York, and Thomas J. Francis, formerly with *International Studio and Town and Country*, have been appointed advertising representatives of *Fashionable Dress*.

Adolph Gobel Net Sales Show Large Increase

Adolph Gobel, Inc., Brooklyn, N. Y., reports net sales for the year ended December 31, 1928, of \$13,877,687, against \$7,367,132 for 1927. Cost of sales for 1928 was reported as \$13,419,451, compared with \$6,999,625 for 1927. This cost included depreciation and charges.

Net income, after charges and income taxes, was \$472,125 for 1928, against \$351,132 for 1927.

H. W. Lay, General Sales Manager, Murphy Varnish

Harold W. Lay has been appointed general sales manager of the Murphy Varnish Company, Newark, N. J. He was, for a number of years, vice-president of the Murphy Varnish Company of Canada, Ltd.

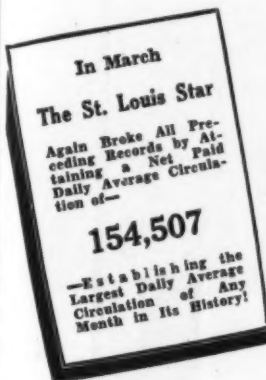
Restaurant Account to Marjorie Signer Agency

The Crillon Restaurant, New York, has placed its advertising account with Marjorie Signer, advertising agency of that city. Magazines and newspapers will be used.

R. D. Boniel Joins Milwaukee Radio Station

Robert D. Boniel, recently director of radio station WEBB, Chicago, has been appointed manager of commercial broadcasting of WTMJ, Milwaukee.

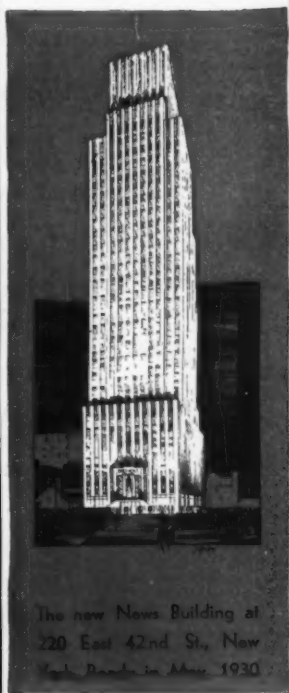
In March THE ST. LOUIS STAR GAINED

ALLTHEWAYDOWNTHELINE!Local Advertising*Gain 31,362 Lines*National Advertising*Gain 36,990 Lines*Want Advertising*Gain 14,598 Lines*Real Estate
Advertising*Gain 17,979 Lines*Total Advertising*Gain 100,929 Lines*

The net paid daily average circulation of The Star for the first quarter of 1929 was 151,043—a circulation higher by 14,516 than the daily average for the year 1928, which was the largest of any year in the history of this newspaper. That many merchants and manufacturers recognize the greater advertising value of The Star repre-

sented by this large circulation gain is best indicated by the fact that in the first quarter of 1929 The Star gained 354,003 lines in total paid advertising—a gain greater than that of any other St. Louis daily newspaper and of particular significance because it follows The Star's own record-breaking increase in 1928 of 1,464,468 lines.

National Advertising Representative—GEORGE A. McDEVITT CO.



Six months average
circulations of the
New York News were

1,273,946

DAILY

1,588,572

SUNDAY

These are the largest circulations in America
—and still growing! Buy on a rising market!

... ask any Oregonian
 "What is your leading Newspaper?"



"The OREGONIAN," is the answer
 ...and has been for 79 years

READER confidence, built up during three quarters of a century, has made The Oregonian a Northwest institution.

This is a fact of prime importance to advertisers, for it gives them the interested attention of a large audience that has faith in what it reads in The Oregonian.

Bear this in mind: The Oregonian has the largest circulation of any Northwest newspaper. It carries the largest advertising lineage of any Portland newspaper. It has a wide reader preference over other Portland newspapers.

...And the reason now, as it has been for 79 years—is reader confidence.

The Oregonian

PORTLAND, OREGON

Circulation: over 107,000 daily; over 165,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK
 185 Madison Ave.

CHICAGO
 333 N. Michigan Ave.

DETROIT
 321 Lafayette Blvd.

SAN FRANCISCO
 Monadnock Building

A D
 th
 PRIN
 years,
 nearer
 standi
 cago
 reache
 Louis
 expelle
 society
 with
 a corp
 by a
 ing Co
 man
 Warne
 grocer
 Carper
 Chicag
 that h
 from
 ciation
 The
 treatm
 full-pa
 to call
 mercha
 success
 been t
 cal ag
 Dr.
 picture
 and cl
 Illinois
 charita
 Health
 with t
 later
 patient
 in resp
 this se
 league
 money
 tenance
 The
 had no
 Schmid
 Social
 the lea
 a year
 Institut
 directly
 The

Doctors Fight Advertising and Bring It Nearer

Chicago Medical Society Expels Surgeon in War on Changing Conditions

ADVERTISING in behalf of the medical profession, which PRINTERS' INK has advocated for years, seems to be a long step nearer as the result of a long standing controversy in the Chicago Medical Society which reached a climax last week. Dr. Louis E. Schmidt, a surgeon, was expelled from membership in the society because of his connection with the Public Health Institute, a corporation operated in Chicago by a board of lay trustees, including Colonel A. A. Sprague, chairman of the board of Sprague, Warner & Company, wholesale grocers; Marshall Field III, A. A. Carpenter and other prominent Chicagoans. His expulsion means that he is automatically dropped from the American Medical Association.

The institute, organized for the treatment of social diseases, uses full-page newspaper advertisements to call attention to its facilities. Its merchandising has been extremely successful; and its profits have been turned over to various medical agencies.

Dr. Schmidt comes into the picture through being president and chief medical officer of the Illinois Social Hygiene League, a charitable organization. The Public Health Institute made a contract with the league under which the later was to treat all charity patients who came to the institute in response to its advertising. For this service the institute pays the league \$12,000 a year, and the money is made a part of its maintenance fund.

The Chicago Medical Society had no particular objection to Dr. Schmidt's connection with the Social Hygiene League. But when the league began accepting \$12,000 a year from the Public Health Institute this was regarded as a directly opposite proposition.

The Medical Society then ob-

jected on two leading premises: The first was that the institute advertised for business and therefore was to be regarded as unethical. The second objection was that the institute, charging a fixed minimum fee for examination, was taking business away from the physicians of the city in an unfair manner. The charge of unfairness was based on the allegation that the institute, backed up by wealthy influence, and using advertising liberally, supplied competition that the "ethical" doctors could not begin to meet.

When the argument got to waging in full force Dr. M. L. Harris, president of the American Medical Association and a former president of the Chicago Medical Society, stepped in with an emphatic word of warning. He declared that the time had come for the ethical medical profession to take affirmative action toward the end of making it possible for middle class people to obtain medical, surgical and hospital care at a more reasonable cost. The cost, he said, had been advancing at a rate that created a vitally serious problem for the bulk of the population. It was his proposition, therefore, that the Chicago Medical Society should take over the Public Health Institute and assume full operating control—a step which he and other leading medical men had been advocating for years. He said the institute, operated in an ethical manner by the profession, could extend its scope so as to serve as a nucleus for an organization treating all diseases, and could provide medical service for all classes at a price depending only upon their ability to pay. He insisted, however, that the advertising part of the program be dropped, as altogether unethical.

Last week at the meeting called by the society for the purpose of putting Dr. Schmidt on trial, a

letter was submitted by the president of the institute asking that the society renew its negotiations for the acquirement of the institute along the lines suggested by Dr. Harris. The letter was referred to the society's board of trustees without comment and did not operate in any way to stay the proceedings against Dr. Schmidt. He had a few defenders among the more prominent physicians and surgeons of the city, but was expelled by a large vote. It was made plain that there was not the slightest reflection upon his ability and honesty as a practitioner; that, in all essential respects except his attitude toward advertising, he had not departed even in spirit from the strict code of ethics laid down by the American Medical Association, which the Chicago Medical Society observes.

A few weeks ago a portion of the society let loose a broadside against the University of Chicago, criticising it for operating a clinic affiliated with the university's medical school. The doctors declared that the university, through supplying facilities for the making of diagnoses, is competing unfairly with reputable physicians. Their argument was along the lines that the university had an advantage over them on account of its goodwill and its newly built hospital which is said to be one of the finest and best equipped institutions in the country. In other words, reverting to merchandising phraseology, the university had established consumer acceptance and the doctors hadn't.

More apparent competition for the doctors is seen in a recent movement started by E. N. Hurley, chairman of the board of the Hurley Machine Company, to establish a clinic at the Northwestern University medical school to make it possible for people in moderate circumstances to have their ailments properly observed.

And then there is the recently established Julius Rosenwald Foundation, designed to operate independently in a similar direction.

These developments are related here because of their relationship

to the merchandising enigma—for such it is—that is puzzling the doctors of Chicago, and of every other large city for that matter. It seems that the trend of the times is inexorably operating to tear down the screen of so-called ethics which the doctors have been erecting between themselves and the public.

"I am not alone when I say that the profession must quickly bring down the inexcusably high costs of medical care," Dr. Schmidt declared in a statement he read to the Chicago Medical Society just before his expulsion. I also have noted that other men, high in our profession, have said that organizations formed by physicians to bring down these costs may use advertising without sacrificing professional ethics, and without causing unfair competition in medicine.

"The time will come when both the profession and the public will be better served. If we organize to bring the cost of hospital, laboratory and medical care within the purse of all the great majority of our people, known as the middle classes, you will see that all reputable, capable physicians will prosper greatly."

Dr. Schmidt's stand in behalf of ethical medical advertising was strengthened the day after his expulsion by the resignation of Dr. Herman N. Bundesen from the society. Dr. Bundesen is coroner of Cook County in which Chicago is located; also health editor of the *Chicago Daily News*. He formerly was Commissioner of Health in Chicago under two city administrations.

Dr. Charles Mayo, head of the Mayo Clinic at Rochester Minn., also defends the ousted surgeon, although he is conservative in his remarks about advertising.

"Advertising of clinics is not unusual," Dr. Mayo declares, "but I do not believe it should be done through newspapers and public magazines. There are many ways of letting doctors know that certain clinics treat poor patients at little or no cost, and the doctors may then send worthy cases to these clinics."

DOMINANCE EXPLAINED



In Cook County in 1928, 88,901 new cars were registered, as against 76,556 in the 67 other counties of Northern and Central Illinois combined. And not one of these 67 counties registered enough new cars in 1928 to come within 8,000 cars of the difference between the two figures above.

The overwhelming dominance of Cook County as a new car market is readily explained by income tax statistics. In 1924 (the latest year for which county figures are available) Cook County, in comparison with the combined 67 counties described above, showed: 233% more total returns, 300% more returns on \$5,000 to \$10,000 incomes, and 455% more returns on incomes over \$10,000.

A tremendous market, a wealthy market—and more than 85% of the Chicago Evening American's circulation of 566,829 is concentrated within its limits.

CHICAGO EVENING AMERICAN



a good newspaper

*One of the 28 Hearst Newspapers read
by more than twenty million people—
Member of International News Ser-
vice, Universal Service and Audit
Bureau of Circulations.*

Thirty-five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These abstracts and quotations appeared in the March and April issues of PRINTERS' INK, 1894.]

GEORGE P. ROWELL'S answer to the young man who wanted to enter advertising as a career was: "It is a good business for a young man, and you are on the right path now."

Cheap advertising, like cheap shoes, cheap lawyers, or doctors, is generally dear at any price.

Advertising without a well-defined plan is as foolish as going to sea without a compass.

According to the American Newspaper Directory, the New York *Daily Press* had the largest circulation rating accorded to any daily paper in New York City for 1894. The regular issue for a full year was put down as averaging 111,812 copies.

Advertising is the coupling-pin that unites persistence and success.

Clearness is the first requisite in writing an advertisement; style and emphasis are secondary.

Brevity is the soul of wit. "If you would have your ads do you the most good, make them pithy."

To become learned in a science you must study it systematically. Advertising is a science. If you would master it, your first step should be to get the textbook of advertising.

There is a fault in the advertisement when the remarks occasioned by it indicate that tired feeling.

Advertising is expensive, but it often happens that advertising that is not done costs more than that which is.

In writing an advertisement, as in building a house, it is essential

that the framework should be sound enough to support the trimmings. The step that follows suspension of advertising is almost certain to be suspension of business.

The W. L. Douglas Shoe Company is preparing to place between the first of June and the middle of July (1894) what is probably the largest advertising contract ever sent out by it or any other shoe establishment. An advertisement will appear in at least one paper in every town in the United States where one is published, and quite a large slice goes to Canada. The appropriation will be far in excess of \$100,000.

The newspapers and periodicals of Maine have a larger average issue than those of any other State, not excepting Massachusetts or New York.

In advertising be sure you say what you mean.

Don't pay for space, and then waste it by running a poor ad.

There is not a legitimate business that cannot be benefited by advertising.

A druggist in Chicago placed in his window a monkey beside which was this sign "This Monkey Uses W—'s Sarsaparilla, the Great Blood Purifier. Other 'mucks' should do the same." (*The evolution of the testimonial idea*).

Earnest Elmo Calkins ran a drug store in Ann Arbor, Michigan.

A shoemaker has a card in his window reading: "Any respectable man or woman or child can have a fit in this store."—*Bangkok Times*.

Advertisements are piers to the bridge of business success.

The dead advertise not.

Now

197,796

DAILY

158,120

SUNDAY

Sworn Circulation Figures for the Six Months Period Ending March 31st

the **15th**

**CONSECUTIVE
CIRCULATION
RECORD**

A Daily Gain Over Last Year of

27,569

A Sunday Gain Over Last Year of

19,798

The Courier-Journal
THE LOUISVILLE TIMES

Represented Nationally by the S. C. BECKWITH SPECIAL AGENCY
Member of the 100,000 Group of American Cities



**The largest
magazine
for MEN**

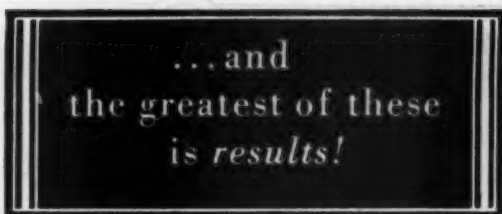
The Elks
Magazine

**More Than 800,000 Identified Circulation
Guaranteed**

50 East 42nd Street

New York City





As a buyer of direct advertising, by what standards do you judge the organization entrusted with its planning, preparation and production?

Volume? Clientele? Results? All three assuredly are indices by which to judge.

And the greatest of these is results . . . for without satisfactory results neither volume nor clientele is possible.

To executives seriously interested in the resultful use of direct advertising, we are glad to show evidences of a distinguished record of achievement in the use of the medium.

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

Columbia 5000

New York

1950 Graybar Building

Lexington 9113

Chicago

180 North Michigan Avenue

State 3197

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

We More Than Doubled Our Jobbers in Five Months

S. S. White Presents Its 60-Year Old Toothpaste in Improved Dress and New Size and at New Price, Inaugurates Advertising Campaign and Announces New Re-Sale Policies

As told to Roland Cole by

H. N. McMenimen

General Manager, M. & T. Division, The S. S. White Dental Manufacturing Co.

WE have a 60-year old article. Recently, we forced ourselves to forget its age and did the following things: Re-designed the package, made a larger size at a reduced price to the consumer, standardized our discounts to retailers and jobbers upon a new basis which permits them both to make a satisfactory profit, launched a campaign of national advertising to the consumer characterized by single-column space and understatement in a highly competitive field, and, within the short space of five months, increased our distribution among jobbers from 43 to 99 per cent.

Conditions in the toothpaste business have not been ideal for a few years. There are many things that could be improved upon. Manufacturers in their desire to increase sales have been forcing distribution. Jobbers have been reducing their prices to retailers beyond the profit point. Retailers make cut-price leaders out of the better advertised toothpastes.

Our approach to the solution of this problem, so far as the business of the S. S. White Dental Manufacturing Company is concerned, was by way of the consumer. Our deliberations began with the consideration that the leading advertised brands of toothpaste on the market in the 50-cent size are generally sold to the consumer at less than 50 cents, often as low as 39 cents. We decided, therefore, to put out a new 50-cent size tube in addition to our present 10-cent and 25-cent packages, price the new size at 35 cents and feature this price in our advertising to the consumer, so that the retailer could offer his customer the same amount of S. S. White toothpaste

for 35 cents as he generally sells for from 50 to 39 cents of other makes. In other words we give the retailer an opportunity to take advantage of the public's thirst for cut-price merchandise without sacrificing any part of his regular margin of profit.

The next point we considered was the retailer's margin of profit. Our investigations among retailers and our knowledge of the retail drug business put us in possession of the fact that the retailer's cost of doing business runs from 24 to 28 per cent. In order to place the retailer in a position to make a living profit on our toothpaste, we established a discount of 35 per cent from the retail price. Then to complete our readjustment of prices and discounts right through to the jobber, and knowing the jobber's cost of doing business to be from 12 to 16 per cent, we established the jobber's discount at 20 per cent from the dealer's price.

I should like now to describe how we redesigned our tube and package to embody certain features of display value that would lend themselves most effectively to our consumer advertising.

These changes are toward simplicity, greater legibility and a better use of color. No matter how the retailer places our new package on his shelves, at least two or three distinctive features will always be in sight, namely, the blue and white bathroom-tile border design, the name and the price, or the border design and the name.

When we came to design our national advertisements we decided to make the utmost display use of our new tube and package for two reasons, viz., first, to convey a dis-

tinct impression of the enlarged size of the tube and the retail price, and, second, to effect a sharp contrast between the idea of large-size-and-low-price, on the one hand, with modesty-of-claim, on the other. To this end, our copy is short, its position in the advertisement is subordinated to the illustration, no captions are used and our claims are restrained and reasonable. To quote one of our advertisements:

Created in 1869 by request of the dental profession, S. S. White Toothpaste has consistently met every requirement for a dentifrice that would clean the teeth, stimulate the gums, purify the breath.

Also cleans and deodorizes false teeth without scratching or injuring rubber or metal parts.

Write for full size 10 cent tube—FREE.

Followed by our signature and the line, in italics, "In Scientific Service to the Dental Profession Since 1844."

Shortly after January 1 we mailed a postcard with paid reply to a list of 4,700 retail druggists throughout the country, which is the total number rated at \$5,000 and above, first line of credit. On this postcard we told these retailers briefly that we were about to bring out our new size and package and asked them if they would like to receive a sample package and further information, to detach and mail back to us the other part of the postcard. To every retailer who did this, we mailed a miniature portfolio or four-page broadside consisting of a tipped-on letter, addressed "To the Trade," on the front or outside page, an announcement describing the important position occupied by the S. S. White company in the dental field, on page

two, and reproductions of our national advertisements on pages three and four. The letter tipped to page one of this broadside was as follows:

Under separate cover you will receive one of the new 35 cent size tubes of S. S. White Toothpaste which is as large as most of the 50 cent tubes on the market—a larger size—a new package—a bigger profit.

And with the coming of this new dress for this famous old dentifrice, there starts a national advertising campaign that will "tell the world" the truth about toothpaste.

No false claims—no exaggerated statements—no medical nor curative promises—we are advertising S. S. White Toothpaste as "safe for cleaning teeth of all ages" and the proof is that for 60 years it has done that job well.

This advertising—and this will interest you—will reach practically every family in your trading area that uses toothpaste. As a matter of fact, we will be glad to furnish you with the actual number of such worthwhile families if the information would interest you.

And now if you will turn to the inside pages you will see some of this advertising as it will actually appear and you will also realize how straightforward and effective it is.

Your comments would be appreciated.

Our campaign to the jobber has been a direct and personal one. Each of our territory representatives, including myself and our sales manager, Mr. Riddell, carried an impressive portfolio containing the full details of the campaign, and called personally on jobbers in all parts of the country. Since the day our toothpaste was created in 1869, our distribution was achieved largely through the recommendations of dentists. We have undertaken, in the past, some national advertising, but not a large amount. Our original toothpaste, therefore, never attained a very heavy distribution throughout the country, so that at



Two of the White Advertisements—One Showing the Front of a Tube—the Other the Back



H. R. BALLINGER

ILLUSTRATOR



McCALL'S

A MAGAZINE FOR WOMEN

the time our new package was introduced not more than 40 per cent of the jobbers of the country handled it. In taking our new product to the jobber we asked him for a list of his salesmen and every name we obtained was mailed one of our new packages and a letter addressed to the salesman.

On March 1, after our national campaign had been running three months, I wrote a letter to every jobber on our list, which contained the following two paragraphs:

As you know, we advised the trade on January 3 that hereafter the prices to the retailer would be *35 per cent off the retail selling price* on all items except the 10 cent trial size toothpaste. The jobber's new discount of *20 per cent from the dealers' price* afforded a margin of profit that would permit you to take S. S. White Dentifrices and Toilet Requisites out of the patent medicine classification.

As I see it, this step which we took after a thorough study of the situation, is something that all right-thinking and fair-minded manufacturers should follow. Merchandising problems and competitive conditions make it almost imperative that the jobber and dealer be given the relief which a "living profit" makes possible.

Out of a list of about 300 leading drug jobbers, I have received personal letters from about 150, and others are coming in every day. Had I not taken this means of bringing to the attention of our jobbers the facts about our increased discounts to the trade, it is possible the matter would have been accepted as a matter of course. Some of the comments made in these letters are extremely interesting to manufacturers and I cannot refrain from taking space to quote paragraphs from one of these letters. A Kentucky jobber says, in part:

Speaking for our house as one of the wholesale druggists who distribute merchandise like yours, we would say that we have been making earnest efforts for years to induce manufacturers to give the jobbers a living discount on the goods of their manufacture. A great many manufacturers have been allowing the jobber 10 and 5 per cent, and others 15 per cent. Such discounts are not at all satisfactory and do not recompense the jobber for the service that he renders these manufacturers.

It costs the average wholesale druggist about 14 per cent to do business. You can readily see, therefore, that when we are allowed such short dis-

count, we are skating on mighty thin ice when it comes to making a profit.

Another plan we have put into operation which has enlisted the approval and co-operation of the jobber is our method of handling window displays. Instead of burdening the jobber with the placing of these displays in retailers' windows, we engage a local company making a business of handling displays for manufacturers to receive the displays from us and place them with the retailer. We require the company doing this work to obtain the jobber buyer's O. K. on the bill before forwarding it to us for payment. This plan keeps the jobber interested without putting any work upon him and is satisfactory to us, our jobbers and the retailers.

Our national advertisements are single column, quarter pages, which are appearing every other week in a national weekly. We have tried to create a form and character in these advertisements that would be distinctive and attract attention solely on the basis of our name, our new package and our claims. The reproduction of the tube dominates the space. It is presented slightly oversize, to draw attention to the fact that the new size is large and new. Alternate advertisements show the front and the back of the tube, the first showing our firm name only and the second our slogan, "For Teeth of All Ages," and the legend, "Can be used safely on the teeth of the youngest child. No medicants. No harmful drugs. No gritty substance."

Five-sixths of the space is illustrations and one-sixth copy, approximately. A full size 10-cent tube is offered free. Every request we receive for a free sample is answered with the sample and a form letter. Enclosed with the letter is a Government postcard for the inquirer to fill in and mail back to us. The returns from these cards have been 56 per cent, of which 85 per cent have given us the name and address of a local dealer. These signed postcards are sent to our salesmen who use them when calling on jobbers and deal-

the
BLACKMAN
COMPANY

FORMERLY AT 120 WEST FORTY-SECOND STREET

announces its removal
on April 27, 1929, to the

CHANIN
BUILDING

122 EAST FORTY-SECOND STREET, NEW YORK

FLOORS

27

26

25

The world steps aside to let any man pass who knows whither he is going.— Italian proverb.

American business men have the look-ahead habit. Three thousand leaders, from every state in the Union, from Canada and South America, will meet in Washington April 29, at the invitation of the United States Chamber of Commerce.

Such leaders, representing eight hundred thousand business men, meet each year to look ahead—to talk things over and think things out—to set up guide posts for successful business operation in the months to come.

WHY A MONTHLY MAGAZINE HAS 13 ISSUES

The things they say—the actions they take—the courses they chart—must be reported to their constituency. For this purpose *Nation's Business* publishes an Extra Edition. It is the *one* place in which this meeting of leading business minds is reported and authoritatively interpreted.

This thirteenth issue is devoted entirely to the meeting. Not minutes, not speeches verbatim, but concise, readable, dramatic articles by trained observers and reporters. Colorful word-sketches picture the spirit as well as the facts of the meeting.

The 300,000 subscribers to Nation's Business receive the Extra Edition as a part of their subscriptions. Business men buy from 35,000 to 50,000 additional copies each year—cold-cash evidence of intense reader interest.

A SPECIAL PLACE FOR SPECIAL MESSAGES

Such reader interest naturally carries over to the advertising pages. Regular advertisers will find the Extra Edition well worth the small investment required. Organizations with a one-time message for business executives will find the Extra Edition ideal for their purpose.

Space may be reserved at no increase in rates. Forms will close May 1. The issue will be in the mails May 15. For details, wire or telephone the nearest office.



NATION'S BUSINESS

WASHINGTON D.C.

ATLANTA
704 Walton Building
Walnut 4039

NEW YORK
850 Graybar Building
Lexington 3450

CHICAGO
605 First National Bank Building
Central 5046

CLEVELAND
736 Keith Building
Cherry 6200

DETROIT
5-251 General Motors Building
Northway 5207

LOS ANGELES
Union Oil Building
Tucker 1051

SAN FRANCISCO
Russ Building
Douglas 4994

ers to convince them of local interest in our national advertising. We have been so much encouraged by the response to our advertising, from jobber, retailer and consumer, that we plan a very considerable increase within the near future.

Where formerly our distribution of S. S. White Toothpaste among jobbers amounted to 40 per cent, today, as the result of the campaign I have described, it is 99 per cent.

"Hardware Dealers' Magazine" Appoints Representatives

William Rogers, formerly with the *Hardware Retailer*, R. O. d'Albret, formerly with *Good Hardware*, and C. A. Christensen, formerly with *House Furnishing Review*, have been appointed Western, Mid-Western and New England representatives respectively of the *Hardware Dealers' Magazine*, New York.

To Form Airplane Accessories Corporation

The Electric Auto-Lite Company, Toledo, will form a new corporation for the manufacture of airplane accessories. This corporation will result from the merger of the Eclipse Machine Company, Elmira, N. Y., the Scintilla Magneto Company and the Stromberg Carburetor Company.

"Boating Business," New Publication

The first issue of *Boating Business*, a new monthly publication for dealers and builders of boats and boat motors, will appear in June. It will be published at Chicago by James W. Peaslee, formerly business manager of *Water Motoring*, Chicago.

Buys Charles Kaufman & Bros.

Louis Goldsmith, Inc., Philadelphia clothing manufacturer, has purchased Charles Kaufman & Brothers, Philadelphia and Chicago, manufacturers of Campus Togs clothing. The Kaufman plant at Chicago will be closed, the Philadelphia plant continuing under the management of S. B. Stewart, vice-president of the Kaufman company.

G. F. Arthur Advanced by "The Nor'-West Farmer"

George F. Arthur has been made assistant advertising manager of *The Nor'-West Farmer*, Winnipeg, Man. He joined *The Nor'-West Farmer* three years ago, previously having been advertising manager of *Motor in Canada*.

Advancing the Cause of Sound Advertising

WOOD, PUTNAM & WOOD CO.
BOSTON, APR. 8, 1929

Editor of PRINTERS' INK:

Let me thank you for your very prompt and complete reply to my letter of April 4.

The bibliography that you have supplied is exactly what was needed, and has given us the material for a prospectus that is of vital importance to one of our clients.

Although you will not be altogether indifferent to this expression of personal thanks, you are sure to be more interested in this further evidence that your service is so materially advancing the cause of sound and well-planned advertising. That is precisely what it is doing; or so it seems to me.

R. D. NORTHROP.

Earnshaw-Young Appointments

Bruce Daniels, formerly with Young & McCallister, Inc., Los Angeles, has been made vice-president of Earnshaw-Young, Inc., advertising, of that city. He was, at one time, advertising manager of the Stutz Motor Car Company of America and later, of the Prest-O-Lite Storage Battery Company.

Allan M. Wilson, at one time with the Hertz Drivurself Stations, Chicago, has been appointed manager of the radio advertising department of the Earnshaw-Young organization.

E. I. Heaton with "Farm Life"

E. I. Heaton, formerly with the advertising department of the Cleveland Plain Dealer and of the *National Petroleum News*, of that city, has been appointed a representative of *Farm Life*, Spencer, Ind. His headquarters will be at the Chicago office of that publication.

New Account for Toronto Agency

The J. R. Moodie Company, Ltd., Hamilton, Ont., maker of rayon lingerie and knitted underwear, has placed its advertising account with the F. H. Havhurst Company, Ltd., Toronto advertising agency. Canadian magazines will be used.

Death of Dean A. Thompson

Dean A. Thompson, recently elected president of the Calumet Distributing Company, Inc., a subsidiary of the Postum Company, Inc., New York, died at that city last week. He was formerly vice-president of the Post Products Company, Inc., distributor of Postum products.

"System" Appoints P. E. Burke

P. E. Burke, formerly with the book division of the A. W. Shaw Company, Chicago, has been appointed advertising representative of *System*. He will cover the Central territory.

1929

ound

29

very
letter

sup-
and
spec-
one

ether
onal
in-
that
cing
ad-
t is

r.

nts

ung
has
aw-
ity.
an-
any
-O-

ith
go,
dio
aw-

e "

er-
nin
um
red
er,
he

l.,
ie
ts
v-
s-
ll

n

d
g
e
d
y
a
a

e

t

e



**“-and bring back
the order!”**

Why Some Salesmen Lack Confidence

Since so much effort and salesmanship are required to close the worthwhile orders in these days of strenuous competition, it is natural that a salesman who is forced to make a cold canvas without any assistance from his house should lack confidence, especially when competing houses surround their men with complete preliminary and follow-up mail sales efforts.

It costs money to travel a good salesman. Therefore he is not giving you the greatest results when he has to spend much valuable time introducing himself, explaining who he is and what he has to sell. His prospect should be thoroughly conversant with your company and its products before he calls, and have his confidence inspired and interest aroused by an attractive, explanatory booklet, folder or catalog mailed in advance of the salesman's call.

Most progressive firms realize this today and are extensive users of supplementary printed sales literature. Salesmen not so assisted are seriously handicapped in the race for orders.

ART GRAVURE

**DESIGNERS *and* PRINTERS of
ROTOGRAVURE ADVERTISING**



A good way to slow up a sale and take a chance on losing it is to force your prospect to write you several times for more information, instead of providing him with complete printed, illustrated information as soon as you learn that he is interested in your product.

CORPORATION

General Offices: 406 WEST 31st STREET, NEW YORK
Telephone, Chickering 8655

NEW YORK BOSTON CHICAGO
PHILADELPHIA CLEVELAND



Rotogravure's superb reproductive facilities picturize the sales story of any product, merchandise or service.

Another Use For Rotogravure—to Quicken Your Salesmen's Work

Since rotogravure has rolled up such an enviable record in selling by mail without the aid of salesmen, it was only natural that concerns which can not operate in that manner should adopt this superior pictorial printing as an ambassador of good will and introduction for their sales forces. A beautifully printed booklet or appropriate sales message in rotogravure creates a receptive mood in the buyer's mind, and he is ready to get down to business when your salesman calls. The result is more and quicker sales.

Quality rotogravure printing, as designed and executed by Art Gravure Corporation, will make sales messages you'll be proud to send out. Why not learn what rotogravure can do to improve your sales program? Ask an Artgravure representative to call today. Free descriptive booklet on request.

ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

NEW YORK BOSTON PHILADELPHIA CHICAGO CLEVELAND

-to
ork

ION
TISIN
VELAN

ti
ce
st
si
to
th
w
ti
at
do
fe
wi
pil
ca
ate
gre
be
tro
ag
cha
ma
tre
ma
On
the
Na
pas
cha
as
the
F
the
tha
will
bas
sho
man
ulan
tion
look
T
nou
page
only
A
kind

What the Trade Commission Is Asking Chain Stores

A Voluminous Questionnaire Has Been Sent to Chain Stores Throughout the Country by the Federal Trade Commission and Returns Will Be Awaited with Interest by Most Manufacturers

ACTING in accordance with the terms of a chain-store resolution which directed it to gather certain information regarding chain stores, the Federal Trade Commission recently mailed a questionnaire to chain store systems throughout the country. How far the chains will go in furnishing the information requested is problematical for at least two reasons: First, it is doubtful whether more than a very few chains have maintained records which would enable them to compile a good part of the statistics called for; second, since the Senate resolution originated in a Congressional desire to see what could be done to help the poor, down-trodden independent in its fight against that menacing Goliath, the chain store, it is doubtful whether many chains are going to any extremes to furnish material which may later be used against them. On the other hand it is true that the executive committee of the National Chain Store Association passed a resolution urging the chain-store industry "to co-operate as freely as possible" in answering the questionnaire.

However, the fact remains that the questionnaire has gone out and that eventually the Commission will make a report to Congress based on the returns obtained. It should be of interest, therefore, to manufacturers to know the particular phases of chain-store operation into which the Commission is looking.

The questionnaire is a voluminous affair, requiring some thirty pages. Consequently, it is possible only to high spot it.

After inquiring concerning the kind of stores operated, the type

of merchandise handled, and the extent to which service is given such as extending credit and delivering orders, the questionnaire takes up the matter of discounts received from manufacturers. Some questions on this subject read as follows:

1. Besides the regular cash and ear-load quantity discounts from manufacturers, did you receive in 1922 or 1928 any additional discounts, allowances, or concessions from manufacturers and, if so, for what purposes—quantity discounts, window or counter display allowance, other advertising allowances, free goods?

2. Upon what proportion of your total purchases, approximately, did you obtain the foregoing concessions and allowances in 1922 and in 1928?

3. From approximately how many manufacturers did you receive the foregoing allowances and concessions in 1922 and 1928?

A matter of interest to many manufacturers is the degree of centralization of chain-store management. On this point, the Commission asks what degree of control the individual chains grant to store managers and regional directors in such matters as the display of goods, ordering goods, selling prices, articles to be advertised, methods of advertising and articles to be used as leaders.

Then there are several questions inquiring whether a wholesale business is done in addition to a chain-store business. This is followed by a group of highly searching questions concerning private brands. For example:

1. Do you have any private brands of your own?

2. State your sales of goods under private brands manufactured by you and purchased by you, together with the percentage of total net retail sales for 1919, 1922, 1925 and 1928.

3. Are any of your private brands nationally advertised?

4. If so, state names of commodities and brands.

5. State for 1928 the percentage of your private brand sales to your total sales in each principal commodity group in which you have private brands.

There are other questions asking about the manufacturing costs and selling prices of the chain's private brands and then: "State the proportion of your total net profits derived from the sale of your private brands including any manu-

facturing profit for 1919, 1922, 1925, 1928."

This group of questions is followed by an equally interesting group dealing with cut price leaders. One of the questions in this group asks: State the amounts of your total sales of all private brands and other commodities which were disposed of without net profit in 1922 and 1928, together with the proportion of your total sales represented.

After this come questions regarding price policies all based on the thought: Are your selling prices identical in all your stores? Then advertising is taken up, the first question asking for the total amount spent in 1919, 1922, 1925 and 1928 for all kinds of advertising, divided into specific mediums. Question number two reads: What proportions of your total advertising expenditures were made on private brand goods and on other goods in December of the years just mentioned?

Other questions in this group follow:

What proportion of your total advertising expenditure is of an institutional or publicity character without mention of price?

State the total newspaper advertising, window and counter display, and other advertising allowances received by you from manufacturers in the following years: 1919, 1922, 1925 and 1928.

Do you solicit newspaper advertising appropriations from manufacturers?

Do you solicit window and counter display allowances?

Did you rent any windows or counters to manufacturers for display purposes in 1928?

If you rented any such windows or counters please state the rental charges made per window or counter, and total revenues from these sources in 1928.

A little further on in the questionnaire occurs a question which, if it is answered by any considerable number of chains will furnish material that many manufacturers will want to study. The question reads: Is the emphasis in chain-store merchandising changing from a strictly price basis to a quality and service basis and, if so, what will be the effect on chain-store cost of distribution?

Another question asks: Do you lease or rent any departments in your stores to manufacturers?

The last one-third of the questionnaire is taken up with blank balance sheets calling for detailed information regarding the financial results of chain-store operation.

In connection with this chain-store inquiry a questionnaire is also being sent by the Commission to wholesalers. This is much less pretentious and promises to bring back much valuable material, particularly with regard to the work wholesalers are doing in organizing and operating voluntary retail chains. There is also a group of questions regarding wholesalers' private brands.

Pacific Convention to Have Travel Conference

A Pacific travel conference will be held June 17 to 18, at the Pacific Advertising Clubs Association convention, Oakland, Calif. This group meeting is being sponsored by Herbert Hilcher, advertising agent of the Dollar Steamship Line, and K. C. Ingram, advertising director of the Southern Pacific Company. The conference is designed to appeal to community advertisers, summer resorts, steamship lines and railroads.

New Accounts with Little Rock Agency

The Lion Oil Refining Company, El Dorado, Ark., producer of Knix Knox gasoline, a new product, and the National Lumber & Creosoting Company, Texarkana, Ark., producer of creosoted timber, have placed their advertising accounts with the Bott Advertising Agency, Little Rock, Ark.

Milwaukee Account to Mitchell-Faust

The Albert Richard Company, Milwaukee, leather lined coats and aviation helmets, has appointed the Mitchell-Faust Advertising Company, Chicago, as advertising counsel. Plans call for the use of newspaper, dealer-help and direct-mail advertising.

R. H. Baruth to Direct Julius Kayser Sales

R. H. Baruth, formerly in charge of the hosiery department, has been appointed sales manager of Julius Kayser & Company, New York, silk hosiery, gloves, etc.

"India Rubber & Tire Review" Appoints F. R. Jones

Fred R. Jones has been appointed Western manager of the *India Rubber & Tire Review*, Akron, Ohio. His headquarters will be at Chicago.



When the Packer organization acquires additional holdings it immediately invests both experience and money to bring the plant to perfection . . . Packer spares neither time, nor effort, nor money to give the finest type of outdoor service to the advertiser and his sales and advertising representatives.

PACKER

WORLD'S LARGEST EXCLUSIVE OUT-DOOR OPERATING ORGANIZATION

Executive Offices:

Union Trust Building, Cleveland, Ohio



How Manufacturers Are Catering to the 10-Cent Market

In Many Cases These 10-Cent Miniatures Have Become More Than Mere Sampling Propositions

By Charles G. Muller

THE last few years have seen many and varied types of merchandise go on the market in 5- and 10-cent packages. Some of these small unit products have been marketed on a straight sales basis, while others have been looked on as a sampling effort whose expense the 10-cent return largely carried. From cocoa to razors, this widening line of merchandise has entered the small-unit field, and of late there has been particular activity among 10-cent toilet goods preparations.

Upward of fifty manufacturers of nationally advertised drug products have already put their standard goods into the 10-cent market, and other producers are giving this market serious attention.

The problems involved in this small-unit field are many, whether the products be foods, drugs or what not. In an effort to survey the actual, first-hand experiences of producers now reaching this field either through five-and-ten-cent stores or through regular retail channels, a questionnaire was sent, with the co-operation of *Drug Markets*, to a list of the most prominent of these national advertisers. The purposes of the survey were to learn the value of this type of distribution and its effect on standard sized, advertised merchandise. For this reason it was made clear that individual company names would not be used.

A few of the questions which a

manufacturer about to consider the 10-cent field would ask before deciding to tackle it, would revolve about the effect of the 10-cent package on general sales of his product, reactions of his old-line jobbers and dealers to the small size, what profits in money or sampling

he might have from this market, and possibilities for his building the 10-cent market or using it to build his standard-sized market. From the answers to three major questions and to personal interviews, come several specific conclusions which will serve the manufacturer proposing to look into the 10-cent field.

(1) Do you look upon distribution of 10-cent packages purely as sampling

or do you consider it also on a straight sales basis? was the first question.

For every manufacturer who looked upon his 10-cent packages as glorified sampling, three declared for straight sales. Here are a few comments of those who see sampling benefits as outstanding:

"We consider our 10-cent sales to be mostly a sampling proposition. Of course some are to people who never would spend more than 10 cents for an item, but we do not consider that such 10-cent sales in any way conflict with sales of our larger package through the regular drug and department store channels."

Another manufacturer, preparing to add a half dozen items to the

THE 10-cent miniature package put out by well-known manufacturers and sold through five-and-ten-cent stores is not a new idea. But what is new is the discovery that these packages have outgrown their original purpose, which was to serve as samples.

Today the 10-cent package is being found a valuable item on a straight sales basis. Also, it is proving a valuable weapon in reducing price cutting. And finally, independent dealers, as well as the five-and-ten chains, are viewing it with favor.

"Buffalonians With A Background"

... one of the most illustrious of qualitative newspaper features in the entire country... a brilliant series of full-page sketches on distinguished Buffalo families, exclusively in The Buffalo Sunday Times. Written by Kate Burr, who has an enviable following among old Buffalo families, this illustrious feature is held in the highest esteem by every "Buffalonian with a background." Obviously assuring a very distinguished readership.

THE BUFFALO TIMES

Evening

Sunday

WE HAVE NO RIGID CREED

This agency does not hold with any one of the belligerent "schools" of advertising which arise and shine for a time and shortly die.

We have no rigid creed, unless it is this: to attract to our staff able men and women—and to provide them with broad opportunities for producing the best advertising.



FRANCIS G. HUBBARD
Vice-President
and Account Representative
New York



FRANK T. BALDWIN
Assistant Account Representative
Boston



KARL L. WEHMEYER
Account Representative
New York

**CHESTER BOWLES**

Writer
New York

**KENNETH ANDREWS**

Account Representative
New York



IRENE M. SMITH
Marketing Department
New York

**HARRY J. PAYNE**

Art Department
New York

**HENRY P. TEALL**

Assistant Account Representative
New York

Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: 220 Delaware Avenue

line he now has in 10-cent packages, says: "If we did not make a nickel a year on our 10-cent packages we still would be interested in them for their sampling value."

Those in the majority, who look on their small packages primarily for sales volume, say:

"Distribution through chain stores is considered on a straight sales basis, though there is, of course, an advertising feature connected through the distribution of this size to a larger number of people and through prominent displays on counters."

"At one time the 10-cent item of a higher priced toilet preparation was looked upon as a good form of sampling in the ten-cent stores. However, we believe this view is not held today, it being considered a straight sales item covering an entirely different field from that which the sale of the higher-priced package enjoys."

(2) *Do you consider increasing sales of the 10-cent size will affect regular volume of your large sizes?* was the second question.

Practically every manufacturer was very definite in his opinion. On the affirmative side:

"Increased sale of the 10-cent size will have a tendency to increase the volume of the larger. Habits are formed through the use of the small size, and the user will buy the larger unit in the nearest drug store."

Again: "Small package sales will increase sales of the regular package just as other sampling does. This distribution does not cut down demand for larger packages unless the normal purchase should be in the 10-cent size. Our own sales of standard sizes never went up at such a rate as they have since we went into the ten-cent stores with small packages."

Only One Negative

A single manufacturer answered this question negatively, very firmly stating that increasing the volume of small package sales will affect adversely the regular volume of standard packages.

But between these two lies a majority viewpoint, namely: *That*

there is no connection whatever between sales of small and of standard sizes—which is an opinion in keeping with the majority belief that small packages offer a straight sales, rather than a sampling, market.

For example, one manufacturer says: "We do not consider that the sale of a 10-cent size either increases or decreases the volume of business on a 25-cent, 50-cent or \$1 size. Nor, at the present time, do we believe the chain drug stores, the wholesalers or even the independent retailers look upon the sale of a 10-cent package in the 5-and-10-cent store as detrimental to the sale of 25-cent, 50-cent or \$1 packages through their own stores."

Another says: "We do not believe that increasing the volume of the 10-cent size will affect regular volume, since five-and-ten-cent store sales have been known to show one trend while sale of standard sizes have shown an entirely different trend. There does not seem to be any direct collaboration between them."

(3) *Have you had, to the sales of the 10-cent size through five-and-ten-cent stores, any unfavorable reaction from chain drug stores, wholesalers or independent retailers?* was the next question.

The answer to this was an almost unanimous "No."

"In the early days, retailers and wholesalers put up a big howl when items were sold through the chain stores at 10 cents. We believe this feeling does not exist any more except in a few isolated instances, and then entirely on the part of independent retailers."

Another manufacturer says: "Out of the 50,000 drug stores in the country, we have heard from none of them since we put out the 10-cent sizes in variety stores a year ago, with the exception of maybe five or six. Of these five or six, one or two claim to be in districts where 10-cent items are salable while full sizes are not."

One outstanding national advertiser, with approximately 600 items in retail stores, sums up the answer to this question very fully:

"When we decided on a 10-cent package for the variety stores, we felt we could not afford to offend our regular dealers and that we must clear their minds of any antagonism. Accordingly, we went to executives of State and National retail drug associations and got personal assurance that these men would put the 10-cent story before druggists in its true light, which is that the real picture of the 10-cent package is one of 'discriminating sampling' and that people will not buy the 10-cent package any longer than they have to."

From additional personal interviews with other manufacturers, with a representative of one of the prominent five-and-ten-cent stores, and with several retail druggists, much enlightening data were obtained, of which the following is the important gist;

(4) Five-and-ten-cent stores welcome the small package of the manufacturer who, through national advertising, has built up prestige and good-will for his product. The security of a manufacturer's reputation appears to be something the 10-cent store is glad to get.

(5) One of the biggest monkey wrenches the manufacturer can throw into the 10-cent package sales machinery is to make his small package larger in proportion than his standard.

One Fault of the 10-Cent Store

According to a very prominent producer: "One of the faults of the 10-cent store business is that the manufacturer of a 25-cent, 50-cent or \$1 size item is forced to give a greater quantity of goods in the 10-cent size than he does in proportion to his larger sizes. It is my understanding, for example, that a 50-cent toothpaste that has been kept out of the 10-cent stores until recently now is being marketed in a 10-cent size, and that three of these packages are equivalent to the 50-cent tube as far as the paste itself is concerned." Several other toilet items unquestionably offer more for a dime than they do in larger sizes. Which causes a good deal of grief.

"However, where manufacturers have looked to the 10-cent packages primarily to do a sampling job and have made the package in proper proportion to standard sizes, general satisfaction is expressed.

"Our 10-cent package is one-fifth of the 50-cent package, and we could not increase it beyond that size, for, after all, our money is made from the larger sizes and we would do nothing to jeopardize their sale."

Another advertiser, very favorable toward the sampling idea and well pleased with returns from chain sales, makes his small package an exact duplicate of the standard in appearance and fills it in exact proportion to price. "Despite the fact that my wholesale price on the small package does not always meet with the approval of the variety stores," he says, "I stick to it, do not increase the proportion of contents, and get into these stores because of the product's prestige."

In other words, if the proper proportion is strictly maintained, results prove satisfactory.

(6) This leads us inevitably to an important distribution factor, which is that cut prices are avoided in 10-cent packages, particularly where the right content proportion is kept. Most manufacturers, getting the volume they want from variety stores and believing regular retail stores to be proper outlets for standard sizes only, do not sell their 10-cent packages through regular channels. Again, most retailers are not interested in handling the 10-cent size and so do not cut the ten-cent store prices. Still another contributing factor to price holding is that any retailer who does stock 10-cent packages makes so little margin that to cut at all would be ruinous. Too, few retailers have yet come to look upon the 10-cent size as bait to bring customers into their stores, and so do not cut.

(7) Neither manufacturers nor dealers look with favor on the idea of a 10-cent counter in the regular run of retail drug stores. The majority of producers feel that the drug store should continue to

IF YOU WOULD VISUALIZE THE



ANALYZE WHAT HE READS

AS revealing as a composite photograph of the readers of **RETAILING**, the weekly newspaper of distribution methods, is a list of the principal articles of a single recent issue. Picture for yourself the retail store executive whose interest is held by articles like the following:

The Merchandise Budget and Its Control—Relationship of Stock to Sales Figures—The Determination of Open-to-Buys—Article 7 of a

A FAIRCHILD PUBLICATION

CHICAGO

BOSTON

PHILADELPHIA

WASHINGTON

ROCHESTER

FAIRCHILD'S INTERNATIONAL
(PARIS)

An International Textile and Style
Monthly—8,000 distribution

WOMEN'S WEAR DAILY

The Retailer's Newspaper
30,194 net paid (ABC)

MEN'S WEAR

The Men's Style Authority
14,381 net paid (ABC)

MAN— and his clothes
(LONDON)

British and Continental Style News
11,000—over 9,000 net paid

STYLE SOURCES

Formerly Women's Wear Magazine
21,348 net paid (ABC)

FAIRCHILD
L

DAILY NEWS

Style Appare

13,234 ne

THE TYPICAL READER"

series, "The Store-Wide Controller"—Illustrated with graphs, tables and reproductions of forms.

How to Sell According to Types—A workable plan for store-wide use in selling the ensemble in becoming style for each individual. Illustrated with charts.

Why Goods Worth \$457,000 Were Returned to 27 Ohio Stores—Summary of a study made by Ohio State University. Tables and graphs.

The Control of Slow-Moving Merchandise—A discussion of one of the principal problems in retail management.

Studies in Contrasts—A survey of Current Window Display in leading New York stores.

What Has "No Parking" Done for Chicago's Loop?—The influence of Chicago's plan on retail business.

Home Furnishings—Five pages devoted to: Modern Industrial Art; Floor Coverings; Room Ensembles; New Designs in Lamps; Kitchen Equipment and Tablewares.

Also—Regular departments on Advertising, Sales Promotion, Chain Store Problems; Fabrics, Retail Store Correspondence Departments; Delivery and Warehousing; Personnel and other News.

The men (yes, and women) who read **RETAILING** as a professional paper are the people who control the buying of America's largest retail stores. If your product is one which is or should be used in or sold through big retail establishments, **RETAILING** is a medium made to order for you.

RETAILING

PUBLICATION

EAST 13th STREET

NEW YORK, N. Y.

ST. LOUIS

LOS ANGELES

PARIS

LONDON

BERLIN

FAIRCHILD BULLETINS
LONDON — PARIS

FAIRCHILD TEXTILE-APPAREL
ANALYSIS

DAILY NEWS RECORD
Textile-Apparel News and Ideas
13,234 net paid (ABC)

FAIRCHILD TRADE
DIRECTORIES
of the Textile-Apparel Field

RETAILING
A Weekly Newspaper of Modern
Distribution Methods
Established Jan. 5, 1929

sell 25-cent, 50-cent and \$1 toilet items and leave strictly alone the business that goes through the five-and-ten-cent store. Retailers themselves invariably shake their heads at the suggestion of a 10-cent section.

One merchant, who is very progressive, declares people do not come to his store for 10-cent items. Another, who tried such a counter for two months in the center of his shop, found that, though some of the 10-cent items gave proportionately more content than the standard sizes, people preferred to buy the larger packages. He gave up his counter, and he declares that many other druggists of his acquaintance did the same.

This point should not be passed over too fast, even though the majority of retailers, and producers, too, look unfavorably on a 10-cent retail counter. For the experience of a leading five-and-ten-cent chain shows that another industry that scorned small sizes years ago now is fighting hard to win back lost business. This is the field of notions. When, years ago, the ten-cent stores were looking around for likely lines to push, they found that department stores were so busy trying to make large unit sales in rugs and similar items that no attention was given to such minor, low-priced merchandise as notions which might well have been used to attract trade to the large stores and which would have been a nucleus on which to build good-will for the stores. The variety chains took hold of notions, pushed hard, and today have such a grip on them, and on customers who learned to come to the variety stores for this type of merchandise, that few department stores have been able to regain this profitable market.

It may very well be that proper study in how to sell goods from a 10-cent counter operating under minimum service and overhead would show that these small toilet goods packages can build up a retail drug store's entire volume. Cigar and candy manufacturers already have shown the druggist how to make money on 5-cent and 10-cent items.

One advertiser is of the opinion that druggists can very profitably open a 10-cent counter. "In some cases, the druggist who fails to do so is not looking out for his own business. There is a vast market of consumers who, on small salaries, buy standard items. When they are pinched, they will take 10-cent sizes of these items to tide them over, and the druggist who sends them to the five-and-ten-cent store is losing good trade. The retail answer to the problem is to have a 10-cent counter, similar to the one I have seen in St. Louis.

"I have watched a man pick up a bottle of mouthwash, hand 10 cents to the cashier and walk out. There was no service, no wrapping, and practically no overhead. The owner of the store told me he made 3 cents on that 10-cent sale whereas if he had sold the standard size at 59 cents he would have lost 3 cents. In some locations, though perhaps not in many others, the dealer could profitably set out a 10-cent counter, for on such items people do not expect service and neither do they expect cut prices—which is a big point. On top of this, sales can be made in volume by following the variety store practice of selling toilet goods in dozen lots to customers for week-end use in guest rooms."

To sum up briefly the major experiences of companies now in the small unit field:

(1) If the 10-cent package is looked upon as a sampling proposition, it does a good job—in the opinion of those manufacturers who regard it as such.

(2) If it is considered on a straight sales basis, it also does a good job—according to the producers who look on it in this light.

(3) The manufacturer putting his standard, nationally advertised product out in miniature form can do so with a pretty good assurance that in this size he will not have much trouble with price cutters.

(4) A final observation is that the manufacturer may well find in the 10-cent package additional volume necessary to cut general

overhead for increased profit, sales costs being small where a dozen chains are solicited as against 50,000 individual independent druggists. This is put clearly in the words of one of the outstanding manufacturers in the field. He says:

"In selling a 10-cent size, no manufacturer makes a percentage of profit nearly as great as he does on the larger sizes. The cost of the actual container, and of filling and packaging it, is almost as great on one as the other. This eats into the margin between finished cost and selling price of 10-cent items so that percentage of profit is very limited in comparison to that of the larger sizes.

"However, most manufacturers look upon this sale of the 10-cent size as being added business and so do not charge against it cost of general selling, demonstrations, advertising and such, that would prohibit marketing the 10-cent product because of the total cost against selling price."

Case-Shepperd-Mann Elects H. T. Murray

Harold T. Murray, manager of the Chicago office of the Case-Shepperd-Mann Publishing Corporation, New York, has been elected vice-president and Western manager of that organization. He will be in charge of the advertising in the Western territory of *Electricity on the Farm*, *Fire Engineering* and *Water Works Engineering*, and will continue to make his headquarters at Chicago.

Death of Otho Holland White

Otho Holland White, for many years advertising representative for the Hearst publications, at Buffalo, died recently at that city at the age of seventy-one. He, at one time, was associated with the Hearst organization as an advertising representative at Baltimore, Md.

Toronto "Mail and Empire" Advances W. J. J. Butler

W. J. J. Butler has been appointed director of advertising of the Toronto *Mail and Empire*. He had been national advertising manager.

Appoints Prudden, King & Prudden

The Laramie, Wyo., *Republican-Boomerang* has appointed Prudden, King & Prudden, Inc., as its national advertising representative.

"The Advertiser's Audience" Has Complete Coverage

COLUMBIA

NEW HAVEN, CONN., APR. 10, 1929

Editor of PRINTERS' INK:

I must tell you how much I enjoyed Theodore MacManus' article, "The Advertiser's Audience," which appeared in *PRINTERS' INK*, March 28. Mr. MacManus said everything so well that there is no reason for anybody else writing an article on the same subject. The job needed doing but I had never hoped to see it done so well.

In the publication of the article, *PRINTERS' INK* has done a real service for a man who is, like myself, a reader, and sometimes a victim of advertising.

JOHN DONAHUE,
Editor.

Join Geare, Marston & Pilling

Irvin D. Borders and Charles K. Robinson, formerly with Erwin, Wasey & Company, New York advertising agency, have joined the New York office of Geare, Marston & Pilling, Inc., Philadelphia advertising agency. Mr. Borders becomes publicity director of radio broadcasting.

Appoint Bennett H. Fishler Agency

Wm. Simpson, Sons & Company, Philadelphia, dry goods, have appointed Bennett H. Fishler, Inc., New York advertising agency, to direct their advertising account. Business papers are being used.

New Account for Savadge Agency

B. C. Wills & Company, Detroit, manufacturers of club equipment, have placed their advertising account with the Savadge Advertising Agency, of that city. Magazines, export papers and direct mail will be used.

Ohio National Bank Appoints

J. J. Tierney

John J. Tierney has been appointed to direct a new business department which has been organized by the Ohio National Bank, Columbus, Ohio. He will have charge of advertising.

R. T. McQuinn Joins Deere & Company

Ralph T. McQuinn, formerly editor of the *Lumber Manufacturer and Dealer*, St. Louis, has joined the advertising department of Deere & Company, Moline, Ill., farm implements.

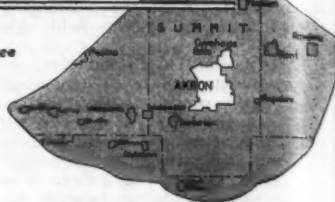
Toronto "Star" Appointment

Gregory Clark has been appointed promotion manager of the Toronto *Star* to succeed Main Johnson, who has been appointed general manager of the Toronto Publicity and Industrial Commission.

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published semi-monthly as a part of "Printers' Ink" by The Times-Press, of Akron, O.



ISSUE OF APRIL 18, 1929—NO. 6—THE TIMES-PRESS

GEORGE MISSIG is Business Manager of The Akron Times-Press. Missig, born in Brooklyn, N. Y., November 9, 1893, came to Akron in 1917, to build airships at Goodyear.

His first newspaper experience came in 1924 when he joined The



GEORGE MISSIG

Times-Press as a display advertising representative. He next became National Advertising Manager; in 1927 Advertising Manager; and on January 5th, 1929, he became Business Manager.

Missig is well known in

the business life of Akron—having served many civic organizations and worked with industrial and mercantile leaders. He is president of the Akron Advertising Club, member of Kiwanis Club, Akron City Club, Silver Lake Country Club, Adoniram Lodge, Masonic order. He is married and has two daughters.

AKRONARIA AIRPORT

RAPIDLY taking its place among the important air centers of the country, our city has a port of

700 acres which will soon grow to 1125 acres. Average acreage of most U. S. airfields is 592.

Average distance of most fields from the heart of the city to the port is 6.9 miles, while Akronaria's port is but four miles from the downtown section.

The price per acre at our field averaged \$950, and the present annual operating budget is \$12,700.

AKRON POPULATION

1850	2,000
1860	3,400
1870	10,006
1880	16,000
1890	27,601
1900	40,000
1910	69,067
1917	150,000
1918	175,000
1919	200,000
1926	220,000
1929	237,616

RADIO IN AKRONARIA

THE Times-Press was the first Akron paper to pay any attention whatsoever to this new industry. We were the first to recognize the public's demand for the product, and first to do a really constructive job in selling radio to them.

We created and fostered public

interest in radio as a new and marvelous invention capable of bringing music, entertainment and education into the homes of the community.

We worked aggressively and intelligently with distributors and dealers in sales and merchandising co-operation wherever possible. The Times-Press inaugurated The Radio Show in Akron, and has organized, managed and financed it each year since radio became a factor in the city's life.

We assisted greatly in the development of WADC, Akron's leading radio station and the local link of the Columbia chain. Each evening The Times-Press buys time on the air—thru this station—for news bulletins, entertainment, information and other subjects of interest to Akron people.

Proof of the effectiveness of The Times-Press' radio influence in this market is certainly shown by what happens when radio advertisers use

our paper—and what happens when they don't:

Sparton and Crosley are two of the leaders in sales. Sparton runs exclusively with us, and Crosley uses far more space in The Times-Press than in the other paper.

Other set manufacturers enjoying good business here—all *Times-Press* advertisers—are Bosch, Freed-Eismann, Grebe, Majestic, Philco, Radiotrope and Stewart-Warner.

And—in 1928—Radio lineage, according to Media Records, was as follows:

DEPARTMENT STORE

Times-Press, daily	27,757
Times-Press, Sunday	5,059
Other daily	20,011

LOCAL DISPLAY

Times-Press, daily	249,990
Times-Press, Sunday	60,941
Other daily	235,953

Akron is Not in The Cleveland Market—It Stands Alone

AKRON TIMES- PRESS

Akron's best
daily and only
Sunday newspaper



Represented by the National Advertising Department, Scripps-Howard Newspapers, 250 Park Ave., New York; 400 N. Michigan Blvd., Chicago; Detroit, San Francisco, Los Angeles, Atlanta, Philadelphia

SCRIPPS-HOWARD

What Advertisers Report about the C. O. D. Mailing Privilege

A Service Which Advertisers Requested Is Not Working Out Profitably for All Advertisers

FOR about ten months, advertisers have had available what is known as the C. O. D. mailing privilege. Under the terms of this postal regulation, advertisers are permitted to enclose with their advertising material specially marked envelopes or post cards for which the post office collects only when these envelopes or post cards are returned to the sender.

What results are reported by those who have made extensive use of this plan? What do these results signify? What is the future of the C. O. D. mailing privilege?

On July 1, 1928, the Post Office declared the C. O. D. plan to be in operation. Less than seven weeks later, PRINTERS' INK received a letter from Babson's Statistical Organization which said, among other things: "We are using these business reply cards and envelopes in our work. We find, however, that . . . a great many of those who receive the cards from us put on postage stamps. Now we will admit that it should be perfectly clear that postage will be paid by this organization and that it is not necessary for the one receiving the card to stamp it; nevertheless, it is our experience that quite a percentage of those who reply do not seem to understand what they are to do."

This was followed by other letters complaining of the same thing. Then there were letters which raised the question whether the C. O. D. envelopes and post cards were cutting down returns to the point where it would be more profitable to go back to the use of regular post cards and stamped envelopes. Complaints were made regarding the appearance of the C. O. D. cards and envelopes and also about the cost.

With regard to the appearance of the cards and envelopes, PRINTERS' INK was informed by postal officials that steps were being taken

to beautify them. As to the cost of this mailing privilege, the Post Office announced that starting October 1, 1928, postage rates on business reply cards and envelopes would be lowered. In the case of cards, the reduction was from 3 cents to 2 cents. On envelopes, the rate was reduced from 4 cents to 3 cents.

Furthermore, the Post Office simplified the rules and regulations governing the use of the privilege. It eliminated the requirement of a deposit from C. O. D. mailers and did away with other restrictions. Finally, the Post Office informed PRINTERS' INK that those advertisers who objected to the black printing on these cards and envelopes would be interested to know that the Post Office regulations specifically state that "they may be printed in two or more light colors."

Now what have been the specific results of advertisers who have made wide use of the plan?

The Phoenix Mutual Life Insurance Company, with the mathematical carefulness that one would expect of an insurance company, reports as follows:

Our direct-mail plan involves sending personalized letters to well-selected lists prepared by our salesmen. Under our regular plan, we have used a return envelope carrying a two-cent stamp. We tried the C. O. D. postage plan on three different pieces of copy and the test was conducted over a country-wide area. The figures below compare the results received from circularizing approximately the same number of names in the same territory at the same time, from lists selected by the same salesmen. In each of the three tests both the enclosure of the two-cent stamped envelope and C. O. D. envelopes were employed.

SEVENTY-SPECIAL LETTER

Two-cent Reply Envelope

844 names circularized,
184 replies,
23.5% return.

C. O. D. Reply Envelope

837 names circularized,
166 replies,
20.2% return.

RETIREMENT INCOME LETTER

Two-cent Reply Envelope

930 names circularized.

215 replies.

24.4% return

C. O. D. Reply Envelope

956 names circularized.

187 replies.

20.7% return.

GENERAL NO. 1 LETTER

Two-cent Reply Envelope

676 names circularized.

161 replies.

25.1% return.

C. O. D. Reply Envelope

707 names circularized.

101 replies.

14.6% return.

Commenting further on the company's experiences, H. C. Skiff, manager of sales promotion, wrote:

We at first tried out the enclosure of the C. O. D. envelope without making mention in the letter itself of the fact that no postage was required on the return envelope. We conducted a second test changing the copy to call attention to the fact that no postage was required for the C. O. D. envelope but found no material difference in the percentage of replies.

Figured out on a dollars and cents basis, our own experience showed that the loss of replies cost more than the saving in postage under the C. O. D. arrangement and therefore we are continuing with our former plan of using regular stamps.

Contrast this experience of a large life insurance company with a comment made in a letter sent by the "Honor Bilt" Homes Bureau of Sears Roebuck and Company to the Postmaster General at Washington, dated April 6. In this letter the writer states: "We are using the new business reply cards and envelopes with considerable success and congratulate your department on this innovation."

Now consider the experiences of a large direct-mail advertiser who is not so decided in his views either for or against the plan as the two just quoted. Reference is made to Delane Brown, Inc., food specialty producer of Baltimore, and a prominent user of direct mail. Also, this company has established a reputation as a result of the extensive tests which it is continually conducting in connection with its direct-mail work. George Dugdale, president, in an address before the Philadelphia convention

of the Direct Mail Advertising Association in October, 1928, said:

When Congress recently passed a bill providing for a business reply card on which the postage was not prepaid, it was necessary for us to decide immediately whether we would continue to use the government postal card as an order form or adopt the C. O. D. reply card. Our first test mailing covering this point was made on July 3, two days after the new rate went into effect. As a result of the test, we adopted the business reply card at a saving to use of nearly \$10 per thousand on our mailing this year, but we are continuing to test this card against the 1 cent postal card to guide us in planning our next campaign.

After these tests had been going on for some time, PRINTERS' INK asked Mr. Dugdale for further information. He wrote:

Our first test of C. O. D. business reply cards against government postal cards was made early in July and showed strongly in favor of the business reply card. When we got into heavy mailings in our fall campaign, however, we adopted the plan of using the C. O. D. card to half of each list and the government postal card to the other half, carefully keying both types and recording results.

To date, these tests show mixed results, but averaging all mailings shows that the business reply card produces only a trifle fewer orders per 1,000 letters than the government postal card, resulting in a slightly lower cost per sale when the C. O. D. card is used. One interesting feature is that, of the total number of C. O. D. cards returned to us as orders, fully 25 per cent came back with postage prepaid by the customer or enclosed in prepaid envelopes. We are continuing our tests during the next few months and expect to plan our 1929 fall and winter campaign on the basis of information we are now compiling.

Accordingly, in the latter part of March of this year, Mr. Dugdale was again asked by PRINTERS' INK for information on the subject and he replied as follows:

We have made a thorough analysis from the results secured from all mailings where lists were split to test the same circular mailed to the same list at the same time, where the C. O. D. business reply card was used in half of the mailing, and a government postal card order blank used in the other half. These tests were rather extensive, covering a number of lists and large mailings, and the result shows that the cost per sale was exactly the same, regardless of the form of reply card used.

In view of this fact, we have not yet decided which form we will use during the 1929-30 winter campaign, but we are somewhat in favor of using the C. O. D. reply card, feeling that in-

12 More Reasons Why



Leading Writers and

It is contributors of such known merit who give The Farm Journal its unequalled standing as the magazine for farm people—"the best writers for the most farmers."

1. WILLIAM M. JARDINE
Ex-Secretary of Agriculture
2. DR. CHAS. L. STEWART
Professor of Agr. Economics
3. ARTHUR J. MASON
Noted Engineer and Inventor
4. BOZEMAN BULGER
Dean of Sports Writers
5. ANDERSON McCULLY
Leading Writer on Flowers
6. COURTNEY RYLEY COOPER
The Novelist of Adventure
7. BERNARD W. SNOW
Leading Crop Statistician
8. DR. S. PARKES CADMAN
Famed for His Radio Sermons
9. CHARLES L. McNARY
Senate Sponsor of Famous Bill

10. FL
H
11. D.
L
12. IN
O

readth
ess of
ose wh
ew sta
modern

notab
g for T

A M

he F
Washing

Why They Like It



and Authorities

10. FLORENCE TAFT EATON
Home and Garden Authority
11. D. C. KENNARD
Leader in New Poultry Methods
12. INEZ HAYNES IRWIN
One of the Famous Irwin Family



breadth of view, authority, newness of presentation, come from those who themselves are setting new standards of thought and modern practice.

notable list of leaders are writing for The Farm Journal.

P. E. WARD, President

A Magazine of Influence

NATIONAL
The Farm Journal

Washington Square, Philadelphia, Pa.



Unloading American Motor Cars at Buenos Aires

Who will buy our wares when Europe makes her own?

Europe's rapidly growing industries will, in a few years, be able to supply all her needs. Leading American industrialists, keenly aware of the necessity for finding foreign markets for their manufactured products, are inclining toward the Argentine.

American manufacturers going into Argentina now have the advantage of an established confidence in American goods . . . a rich and active market for all kinds of industrial commodities

. . . a concentrated market easy to reach.

La Prensa of Buenos Aires is the largest and most influential newspaper in South America. Twenty-six American motor car manufacturers used it as an advertising medium last year. Readers of *La Prensa* live in all parts of Argentina, and comprise the most important buying group that can be reached through one medium.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue, New York

London

Paris

Buenos Aires

Apr. 18, 1929
asmuch
tensive
eral pu
it durin
the res
There
why
ment
reply o
nized t
require
mail at
present
ber of
C. O.
actly th
mailing
the gov

Let
exper
Comp
only o
age pl
post ca
Town
cards
return
reader
An
tan Li
"We t
out so
I beli
Divisio
Very
Now
the W
in the
the sa
writes

We
business
ing in
post ca
a week
Natural
tomers
quaint
1 cent
Others
that the
of mail
on the
appointm

But
had litt
now th
card wi

We h
ness re
consider
did use
no reas
crease a

Our
15,000
to the s
ing the
address
now ru
each m
ply car
ment po

asmuch as this card has been in extensive use for nearly a year, the general public will be more familiar with it during the coming fall, and probably the results from its use will be better.

There is, of course, no logical reason why a prospect would use a government postal card and not use a C. O. D. reply card, if that person fully recognized the fact that the C. O. D. card required no postage but was ready to mail as soon as it was signed; but our present figures do show that the number of sales received from the use of C. O. D. reply card diminished in exactly the same ratio as the cost of the mailing diminished, as compared with the government postal card.

Let us examine some additional experiences. The Strathmore Paper Company reports that it has made only one test of the C. O. D. postage plan. "This was on a return post card in one of our Strathmore Town mailings. The C. O. D. cards had a smaller percentage of returns than those on which the reader had to put a postage stamp."

An executive of the Metropolitan Life Insurance Company says: "We tried the business reply card out some time ago in a small way, I believe through the Statistical Division, and it was a failure. Very few replies were received."

Now listen to the experiences of the Wagner Electric Corporation, in the person of C. B. Dietrich, of the sales promotion division, who writes:

We are making considerable use of business reply cards. Our first mailing in which this new form of C. O. D. post card was used was mailed about a week after the law became effective. Naturally, quite a number of our customers and prospects were not fully acquainted with the cards, and placed 1 cent and 2 cent stamps on them. Others thought the card such a novelty that they kept it as a souvenir instead of mailing it in. Hence, our returns on the first cards were somewhat disappointing.

But since that first mailing we have had little difficulty. It is very seldom now that we receive a business reply card with postage affixed.

We have found that the use of business reply cards increases our returns considerably. Incidentally, we never did use unstamped post cards, so we see no reason why the return should increase as we furnished postage anyway.

Our letters are mailed out in about 15,000 to 18,000 quantities, and always to the same mailing list. Notwithstanding the fact that we are continually addressing the same list, our returns now run around 4 to 5 per cent for each mailing. Before the business reply card was used, the regular government postcards pulled only 1.8 per cent.

So, according to our records, the business reply card has at least doubled our returns.

We have not used C. O. D. or business reply envelopes, so cannot give you any information on that point.

We are highly pleased with the results of the use of business reply cards, and will henceforth use them in all mailings.

Finally, let us place in the record a letter from F. L. Pierce, executive secretary of the Direct Mail Advertising Association. He writes:

Several weeks ago the *United States Daily* of Washington told us that they had found the business reply envelope works approximately half as well as the 2-cent stamped envelope. All of their experiments had been conducted with the reply envelope.

At the same time the Lincoln Extension University of Cleveland told us that business reply cards and envelopes were pulling nowhere near as well as stamped envelopes and cards for them.

Then the Hecht Company, of Washington, D. C., said that on inactive charge account letters they seemed to be getting a 25 per cent to 40 per cent better response from the reply envelope than from stamped envelopes. On new charge account letters they are getting approximately the same percentage of returns when using business reply envelopes that they get when they use plain envelopes without stamps.

Time of New York told us that they were getting a higher per cent of replies to the C. O. D. card than they got with an unstamped card.

You see the doctors disagree. My own feeling is that this is another one of the points about direct mail that must be tested in each individual case and that no hard and fast rule either for or against the C. O. D. reply card and envelope can be adopted. A test is about the best way to answer the question for each individual.

Mr. Pierce, with his remark that the doctors disagree and that the value of the C. O. D. plan must be tested by each advertiser, sums up the answer to the second phase of this investigation: What do these results and experiences signify?

For example, Mr. Dugdale of Delane Brown, Inc., points out that: "I believe that if third-class postage is used on the envelope and one or more printed inserts are enclosed, the C. O. D. postal card should prove the more economical order form. But if the letter is mailed under 2-cent stamp, with salutation matched in and no enclosures accompanying it, the Government postal card should make

the best type of order blank.

"The C. O. D. reply card bears all the earmarks of the 'sophistication' which accompanies large mailings and is out of tune with a direct-mail effort aimed at select lists and intended to carry an atmosphere of exclusiveness. It must be borne in mind that the post office has insisted upon adherence to a typographical form that is almost repulsive. The finest four-color inserts turn 'sour' when enclosed with this typographical monstrosity."

M. J. Sutliff, managing director of the mail-order department of Nelson Doubleday, Inc., mentions that this company now uses C. O. D. postage exclusively and that it has proved quite satisfactory. "However," he writes, "there is a great deal of truth in the fact that the C. O. D. plan can be used more profitably on certain types of lists and propositions. In the writer's other capacity as director of the Literary Guild I have found that Guild subscribers do not care to use the C. O. D. card as much as a 2-cent return envelope or a Government postcard."

A company which has not used the C. O. D. plan makes an interesting contribution regarding the significance of the experiences of the advertisers referred to in previous paragraphs: This is The Armand Company, Inc., and W. H. Wiseman, advertising director, tells us: "We don't like the idea of having just what everyone else has. Mailing pieces must show originality even in the return and we make up our own. It costs more but it brings more orders."

These few excerpts, then, confirm what Mr. Pierce of the Direct Mail Advertising Association has already pointed out: The C. O. D. plan is not for everybody and, like almost every other phase of direct-mail work, it ought to be tested out either before adoption or rejection by any individual advertiser. Whether or not it is economical for an advertiser will be determined, among other things, by such matters as the size of the mailings, the type of prospects to whom these mailings go, the na-

ture of the advertising message, the price range of the merchandise being featured, the advertising atmosphere which it is desired to create, etc.

Our last question is: What is the future of the C. O. D. mailing privilege?

On this point, the National Cash Register Company says: "We believe that the C. O. D. postage privilege is a step in the right direction." A. A. McGlynn, who is in charge of the mail room of the Metropolitan Life Insurance Company, does not think so, however. He says: "I believe that the C. O. D. postage method will pass out." Mr. Dugdale, of Delane Brown, Inc., writes: "Ordinarily, it takes about two years for the general public thoroughly to absorb a new postal rate. Perhaps in 1930, when hundreds of millions of C. O. D. cards have been mailed, the public will begin to recognize the fact that they are as easy to use as a government postal card."

This much is certain with regard to the future of the plan: First, the education of the public is a vital necessity and, as Mr. Dugdale points out, this takes time. Second, the appearance of the C. O. D. card and envelope is very much against it. This may, in time, be improved. Sears, Roebuck have written to the post office: "If only one kind of design can be used may we suggest that a good one be obtained through the offices of the National Fine Arts Commission, American Federation of Arts, or any other organization officially capable of choosing such a design, in order that the bad taste of the present design be eliminated." Third, a number of those concerns which fought most strenuously for the plan will find that it is not the Golconda they thought it would be, and some opposers will find that they can use it with profit.

Fourth, and last, it is hardly likely that the plan will perish in the near future, unless the post office should decide that it is not profitable to the government or that its continuance is not a public necessity.

To the

Sixteenth National Foreign Trade Convention BALTIMORE, MARYLAND

LA NACION
of Buenos Aires
extends its
sincere and cordial
greetings

LA NACION of Buenos Aires is one of the two oldest newspapers of Argentina. It is classed as one of the world's leading papers, dominating the entire republic. Serious in tone, independent in policy, aggressive, bold and sometimes even defiant in its stand on matters of public policy, courageous, clean and impartial in its presentation of news, LA NACION of Buenos Aires reaches the most influential body of readers in Argentina. Its make-up is in line with the most modern concepts of journalism.

The idea that the front page of a newspaper should be devoted entirely to classified advertising was recognized by LA NACION as a policy which was dictated by habit rather than by good journalism. The front page of LA NACION is devoted exclusively to news, corresponding to the best American dailies. LA NACION is a member of the Associated Press and supplements this service through correspondents located in the principal cities of the world. It is regarded as a high class advertising medium and continues to maintain its leadership in display advertising by a wide margin over its nearest competitor. It is the preferred medium of leading department stores, and dealers of practically every line of merchandise in Buenos Aires. LA NACION has always brought good returns for the money invested in advertising space, otherwise it could not have maintained the leadership for so many years. Ask for sample copies.

**April
17-18-19
1929**

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General
Representative

383 Madison Ave., New York

United States Advertising
Representatives:

S. S. KOPPE & CO., Inc.

Times Building
New York

Telephone: Bryant 6900

Extraordinary Pulling Power—Superior Coverage—Prestige

LA NACION

of Buenos Aires

Experience IS a good mentor

MERCHANTS buy newspaper advertising space because their experience, and the experience of others, has proved that such advertising investments produce profitable sales regularly.

A comparison of the advertising pages of the major Boston newspapers shows that the Herald-Traveler carries the greatest volume of paid advertising. Figures compiled by Media Records Inc., prove that the Herald-Traveler led all other papers in total paid advertising, in total display advertising and in total national advertising line for 1928. That record in itself indicates that advertisers, local and national, prefer the Herald-Traveler for dependable results and that Herald-Traveler advertising produces profitable sales day in and day out.

Here's why. Boston is the leading city of New England. It is the fourth largest market in America. New York only exceeds Boston in concentration of population. But this great



BOSTON HERALD-TRAVELER

Advertising Representative:
GEORGE A. McDEVITT CO.
250 Park Avenue, New York, N. Y.
914 Peoples Gas Building, Chicago, Ill.

ton of people is divided. There are two dis-
groups that make up Boston's population,
separation having been developed through
years along lines of sentiment, tradition,
city and environment.
One of these groups consists of those people
are, because of their mental make-up and
tendencies, the more willing and consistent buy-
ers of merchandise of all kinds. That group is
served by the Herald-Traveler. No other
paid advertiser has the entree to this choice market.
Records show other group divides its allegiance between
all other three daily newspapers.

display because the Herald-Traveler group has dem-
onstrated its buying willingness so consistently
through the years, advertisers have responded
directing the bulk of their advertising at this
Herald-Traveler through the advertising columns of the
Herald-Traveler. By so doing, they have shown
they consider the responsiveness of the
Herald-Traveler unit of circulation far greater
than the unit of circulation of any other large
Boston newspaper in the city of Boston. Herald-
Traveler advertising pays.

HERALD-TRAVELER

For seven years the Herald-Traveler has led in Na-
tional Advertising, including all financial, automo-
bile and publication advertising among Boston daily
newspapers.

4 KNIGHT REPORTS ANALYZE MARKETS *ways*

Knowledge of conditions makes any market more accessible to merchandising efforts. Knight reports aid in knowing conditions for they analyze a market four ways:



*Knight Market Reports
are built on:*

**PERSONAL
INTERVIEWING**

Permanently employed
Field investigators
trained in securing ac-
curate information

**MACHINE
TABULATION**

BONDED AUDITORS
CORRECT ANALYSIS
COMPLETE UNBIASED
FACTS

1. Market as a whole—the average family and average buying potential.
2. Each district of a city—the suburban and country area analyzed separately.
3. By each respective buying class—A, Best; B, Medium; C, Poor.
4. By each advertising medium group.

Knight reports are complete, unbiased, accurate and present a comprehensive usable market picture.

EMERSON B. KNIGHT, Inc

225 N. New Jersey St.
INDIANAPOLIS INDIANA

Truthful ~ Unbiased Market Research

Berlin Exhibit Will Review History of Advertising

A Model Old Town, Reminiscent of "World's Fair" Days, Designed in Order to Provide the Proper Background for the Displays, Particularly the Earlier Forms of Outdoor Advertising

WHEN American and Canadian delegates to the international advertising convention reach Berlin next August, they will find waiting for them what promises to be one of the most complete exhibitions of advertising ever planned. There will, of course, be exhibits of modern work in space rented by those engaged in the business of advertising. What will make the event an outstanding one, however, are the plans to present material which will record the progress of advertising through the medium of an historical survey.

In order that the historical exhibits may show up to advantage, they will be housed in a model of an old town. Here will be displayed a collection of historical, pictorial and written documents. For example, through the courtesy of Walter von Zur Westen, president of the German Senate, there will be included his collection of ancient advertising graphics. Further he is undertaking the task of getting other material together which will lend itself to an instructive review of the early stages of advertising procedure.

Information concerning the progress and plans of the exhibition is outlined in an article which ap-

pears in a recent issue of *International Advertising Art*, Berlin. The author, Prof. H. K. Frenzel, art director of the exhibit, explains the idea underlying the model old town which he has designed. This, he states, will give an opportunity to demonstrate the earlier forms of outdoor publicity, such as guild and other trade-signs, inn-signs and other ancient forms of artistic outdoor display.

"An attempt will be made," writes Prof. Frenzel, "to comprise everything available in old historic material in this exhibit, from the most ancient times to the rebirth of the pictorial language of advertisement in the first decade of this century. This exhibition will not confine itself to German material alone, but will endeavor to combine the most important features from every country, in order to demonstrate how the form language of advertising has developed."

In contrast to the ancient town, there will be models of towns of the present and of the future. By means of these it

is hoped to show how business concerns can plan to meet the needs and demands of modern advertising.

A general idea of the educational exhibits is outlined in a prospectus received from the Association of German Advertising Fairs, Berlin. The exhibits are classified as follows:

1. The advertising city. An exhibit consisting of an old and a modern city, showing how advertising has helped in the development of a new city.
2. Community advertising. Exhibit of modern community advertising.
3. Model cities. These will show graphically and plastically how streets are arranged, how population is divided, buying power, location of industries and



*This Is the Official Poster of the
Berlin Advertising Convention*

how advertising can be used to reach the various classes.

4. The advertising library. Books on advertising from all parts of the world.

5. Art and its place in advertising. An exhibition of advertising art work. Examples of how art can be used in posters, advertisements, packages, window displays, etc. Also an exhibit of work turned out by advertising students in State and private schools and the methods followed in teaching them.

6. The history of advertising.

7. The shopping street. An exhibition depicting the language of windows. (For example, shop windows designed for insuring the attention of motorists will be shown, moving displays traveling in the direction of traffic.)

8. A special exhibit of advertising as it is used by various manufacturers.

There also will be shown exhibits of advertising representing the various forms in which it is being used by different countries.

All of the foregoing, it will be seen, treats specifically with an educational presentation of advertising. In addition, there will be a trade exhibit of the work being done by concerns whose services are employed by the advertiser. It will be grouped as follows:

1. Graphic arts: books, stone and off-set work, rotogravure, photogravure, engravings, posters and advertising literature.
2. Newspapers and periodicals, advertising agencies and advertising counselors.
3. Bookbinding.
4. Tin, enamel, glass and celluloid displays and signs.
5. Store signs and fixtures.
6. Window display material.
7. Illuminated advertising.
8. Direct mail advertising.
9. Packages and packaging.
10. Transportation advertising, car cards, and highway advertising.
11. Photography.
12. Motion pictures.
13. Specialties.
14. Vehicle advertising.
15. Uniforms: Liverymen, demonstrators, etc.

Selection has been made of an official poster which is being used in connection with literature being issued by the fair authorities and by other associations engaged in promoting attendance for the convention. This poster, which is reproduced with this article, was chosen by the directors of the exhibition from a competition among twenty-five artists.

In this design, the artist gives a modernistic portrait in which he attempts to represent seeing and hearing as the most important ad-

vertising factors. The face of the figure portrayed is divided into a section of red and one of blue, thus accentuating the aim of the artist to place distinctive emphasis on the part which the two senses play in receiving the advertising message.

An Honest Testimonial Is Submitted

NEW YORK

Editor of PRINTERS' INK:

I enter the honest testimonial contest announced on page 17 of your issue of March 28. Those two written about servants by Will B. Straight, a name which I suspect of being not exactly that, reminded me of other disagreeable products, and also one which I can honestly and enthusiastically endorse and testimonialize about as follows:

To Mr. Herbert Tareyton:
Dear Herbert:

For five years now I have been smoking your cigarettes. I went through the whole price change and have paid all the way from a quarter down, for your plain and cork and don't find any change in the quality.

You have a real good cigarette.

I don't smoke them to steady my nerves but for the reasons here stated.

a. Ever since I first saw it I have been fascinated with the monocle in your right eye. I have always wanted to wear a monocle and dress swell like you do but never did except a year ago last Easter when I put on a silk hat and tried the glass in the eye to add more class. That time the wife wouldn't walk with me, the hat blew off and the glass fell out. But I still like to see you dressed so nice in the advertisements and on the carton with your little polka dot tie in a bow.

b. They bite my tongue a little but not very bad and when I touch the end of my tongue to one while smoking, it has a nice little sweet taste. Do you dip them in molasses or what is it? It's a nice taste anyway.

c. I couldn't tell the difference blind-folded or wide awake with both eyes shut so I couldn't read your name, between our favorite brand (yours and mine) and Old Golds, Fatimas and one other whose name has escaped me. Sometimes I am fickle and buy a pack of one of those competitors of yours, but in a few days I always find myself back working for you again, probably because of reason (a).

d. My biggest and best reason for being a steady user of your product is that my wife smokes Luckies and thinks yours taste awful. So they are about the only brand she won't steal. The same thing applies to four men in this office. So you see.

*Now I've read testimonials and I leave it to you, Mr. Editor, hasn't this one of mine a genuine appeal because it is just the kind of honest testimony that most of us would write? I have not had it copyrighted so I hope Herbert will surprise me by using it.

MORTIMER MURRAY.

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Edison</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — — '28 '29
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
JULIUS KLORFEIN, <i>Garcia Granda Cigars</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



©HAMILTON-MAXWELL, INC.

The Business Market?

Lots of It and Everywhere

But, The Profitable Business Market?

How Many? How Big? Where?

Bankers, bakers and candle-stick makers—
Fifty-three thousand producers of raw materials—mining, lumbering, oil producing, etc.
A hundred and sixty-eight thousand manufacturers.

Over a million three hundred thousand stores.

Nearly seventy-five thousand wholesalers.

Twenty-seven thousand utilities and transportation companies.

Forty thousand financial firms—banks, investment houses, etc.

A half-million service firms—advertising agencies, accountants, architects, contractors, etc.



THE MAGAZINE

A MCGRAW-HILL

660 Cass Street,

285 Madison Ave., New York
65 Franklin St., Boston

1600 Arch St., Philadelphia, Pa.
1301 Woodside Bldg., Greenville, S. C.

Thousands in every state in the Union.

From one to thousands in every city, town and hamlet.

Over two million two hundred thousand in all!

A few—a very few—are the General Motors, DuPonts, U. S. Steels,—what we like to call “typically American” when we get expansive.

Then there's a compact group of well-established, financially-sound, growing, buying, business units.

By far the largest group is made up of small businesses of low individual and aggregate buying capacity. A small percentage are progressive, financially sound and deserving, and they will grow. But the bulk are hole-in-the-wall, back-alley, here-today-gone-tomorrow businesses.

How many *can* you sell?

How many do you *want* to sell?

Which *ones* do you want to sell?

How far can *you* expand your market? Profitably?

Where are they?

How can you reach them with *advertising*? Profitably?

No wonder sales managers, advertising agents, advertising managers, even big executives are gray before their times. They have to answer or guess at the answers to these questions.

For the balance sheets of their businesses depend upon their judgment.

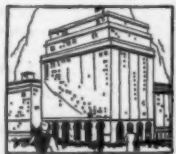
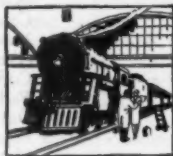
THE MAGAZINE OF BUSINESS had to get the answer—accurately beyond question—in order to build its publishing policy.

The data are just as reliable for finding the profitable areas of the business market for any sales or advertising plan.

The whole study (by Dr. Daniel Starch) has been prepared for your use and it is ready now. THE MAGAZINE OF BUSINESS salesman has it with him when he calls.

You can use it—profitably.

(There'll be more about the business market next month.)



OF BUSINESS

PUBLICATION

Chicago

501 Guardian Bldg., Cleveland

4-257 General Motors Bldg., Detroit

1556 Bell Telephone Bldg., St. Louis

883 Mission St., San Francisco

A Record Unsurpassed

*Years Represented by
E. Katz Special Advertising Agency*

Hutchinson News & Herald.....	31
Erie Times	29
Jacksonville Journal	29
Lexington Leader	28
Oklahoma City Oklahoman & Times.....	26
Ansonia Sentinel	25
Joplin Globe & News-Herald.....	24
Cheyenne Tribune & Leader.....	18
Shreveport Journal	18
Montreal La Patrie	16
Huntington Advertiser & Herald-Dispatch..	13
Ardmore Ardmoreite	12
Asheville Citizen	10
Wichita Falls Times & Record-News	9
Colorado Springs Gazette & Telegraph....	9
Massillon Independent	9
Okmulgee Times & Democrat.....	9
Coffeyville Journal	7
Paducah News-Democrat	7
Durham Herald	7
Bluefield Telegraph & Sunset News.....	7
Honolulu Advertiser	6
Ashland Independent	5
Reading Times	5
Sterling Advocate	5
Pensacola Journal & News.....	5
Arkansas City Traveler.....	5
El Dorado Times.....	5
Emporia Gazette	5
Pittsburg Headlight & Sun.....	5
Parsons Sun	4
Salina Journal	4
Blackwell Tribune & News.....	4
West Palm Beach Times.....	4
Ottawa Herald	4
Monroe News-Star	4
Manhattan Chronicle & Mercury.....	3
Independence Reporter	3
<i>Months</i>	
Chanute Tribune	18
Spartanburg Herald & Journal.....	4

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK DETROIT KANSAS CITY
CHICAGO ATLANTA DALLAS
SAN FRANCISCO

That Problem of Selling Through Mail-Order Houses

Some Things for the Manufacturer to Consider When Jobber System Apparently Fails Him

THE BLANK GLOVE COMPANY

Editor of *PRINTERS' INK*:

We are subscribers to your publication and have been for some time and have received some very valuable suggestions from it.

A question has arisen along sales lines on which we would like to ask your opinion. We have always sold our product through the jobber. We happen to make a glove, however, that sells mostly to the farm trade. Conditions have changed—there is no use to deny that, and we are seriously considering selling the mail-order houses, by which we mean Sears, Roebuck and Montgomery Ward, as they form a very logical outlet for our merchandise particularly so now with their new chain-store policy.

The information that we desire is in regard to the comparative size of Sears, Roebuck and Montgomery Ward and your idea as to whether we can sell both of these concerns or whether it is the best policy to sell only one of them. If it is a better policy to sell only one of them, which of these two would you suggest being the best outlet for us?

We will very much appreciate the benefit of your knowledge on this point.

THE BLANK GLOVE COMPANY.

THIS glove manufacturer whose name, for obvious reasons, cannot be revealed here, is altogether correct in his declaration that "conditions have changed." Reading between the lines of his letter, it is easy to see that he is wrestling with the same puzzle that is agitating the brains of many other manufacturers, and which has been rather thoroughly discussed in *PRINTERS' INK* of late, namely, that of getting adequate distribution for his merchandise in the small town and rural trade.

Our correspondent is in rather an awkward position, as will be seen by the following:

If we understand his situation correctly he plans to attempt to use Sears, Roebuck & Company or Montgomery Ward & Company as his main, or perhaps his entire, distribution outlet on the glove item he mentions. The chances are it would work around that way eventually anyway regardless of his intentions. When a manu-

facturer is able to establish general consumer acceptance for a piece of branded merchandise and has secured practically universal distribution for it, he can sell to the mail-order houses, if he so desires, without any great detriment to his trade that goes through the regular channels. The retailers and jobbers may not like it especially but there is nothing much they can do about it. Moreover they have no valid reason to complain unless the mail-order houses are given so-called subterranean concessions which enable them to cut the price below the accepted retail figure. If his brand has been worked thoroughly into the buying consciousness of the people, the manufacturer can be independent, within reasonable limits. He does not have to depend upon any one outlet.

On the other hand, a manufacturer whose retail and jobbing outlets are not satisfactory, and who looks toward mail-order distribution as the remedy, should think the thing through with the most minute care. For, upon the decision he makes at this juncture, will absolutely depend his entire future. In his case it comes pretty nearly being a case of "choose ye this day whom ye will serve." If he goes to mail-order under the same brand as to the general trade, even the remnants of his jobber and retail distribution probably will slip away from him quickly. Thenceforth he will have to depend almost exclusively upon the mail-order outlet.

Which is the course that has the greatest potential profit for him? This is the question he has to decide and he would do well to consider it carefully.

We know of many manufacturers who have allied themselves with the mail-order houses or with the chain organizations and

who waxed exceedingly prosperous. Sears, Ward and the others are too astute merchandisers to take undue advantage of the manufacturer even though he may be distributing practically exclusively through them. They know he must have a profit and they make due provision for it.

But the trouble is, in such a case, that the manufacturer, even though he may be piling up a satisfactory net profit and making some real money, is not constructively building anything of his own. If something should happen to disturb his relationship with the mail-order houses he would be left with a plant on his hands and no visible means of selling his commodity. One of the largest furniture factories in the world distributed exclusively through Sears, Roebuck & Company. Despite its enormous size it was absolutely unknown to the general trade. When the arrangement with Sears terminated, it had to spend millions in the way of advertising and sales effort to force its way into the conventional methods of distribution.

It may be that our correspondent, despairing of being able to get anywhere under present conditions, is giving up a little too easily. Is he sure that the apparent failure of the jobber in his case is something that cannot be remedied? If we were in his situation we think we should carry on an aggressive merchandising program among the retail trade that would cause the jobber to get into line. At least we should try to do this before we abandoned the retail store in behalf of the retail mail-order house—which is just about what he would be doing.

Our inquirer asks about the comparative size of the two mail-order houses and as to the advisability of selling one or both. The Sears organization, of course, is considerably larger; both, however, are high-class institutions. His inquiry about the policy to follow in selling one or both is naive. He does not need to worry about this, because only one house will be open to him—for the same

reason that the retail trade would be closed to him if he went to either Sears or Ward. He has no favors to confer; he is almost in the position of asking for them.

As between Sears and Ward, he need not hesitate in a general way. If he is really determined to distribute through mail-order channels (or try to) the thing for him to do is to select the house from which he can get the best deal. If both houses should take him on, the circumstances being as we imagine they are, this would be another of the miracles of which some advertising men like so much to talk.—[Ed. PRINTERS' INK.]

Again "Mother, I'm Proud"

VALLEY ENGRAVING CO.
JOHNSTOWN, PA., APR. 9, 1929

Editor of PRINTERS' INK:

Here is a suggested paragraph which could have been inserted just before the last one in the article by "Querty," "Mother, I'm Proud" and reprinted from the *New York World* in the issue of PRINTERS' INK, April 4:

"And something else too, Mother, which our boy told me—he has given a signed testimonial to the garter firm whose garters he wore in his wonderful up-lift (moral and sock) campaign! Next week you will see your boy's picture in the newspapers. Isn't it wonderful to think of all this honor coming into our lives so early? Just think how that thousand dollar check will help in laying in a supply of garters, for I am sure our boy has given up the idea of becoming a doctor and instead is going to open up a haberdashery as soon as he gets his B. A."

It is too bad such an important detail was overlooked.

LUDWIG H. HENNING.

Fowler Dugger Returns to "The Progressive Farmer"

Fowler Dugger has been appointed advertising manager of *The Progressive Farmer and Farm Woman*, Birmingham, Ala. He was formerly on the advertising staff of that publication, but for the last fifteen months has been associated with the Standard Farm Papers, Inc., Chicago.

Fountain Pen Account to F. J. Low Agency


The Marathon Fountain Pen Company, New York, has appointed the F. J. Low Company, Inc., advertising agency of that city, to direct its advertising account.

Arthur Lowe, formerly with *MacLean's Magazine*, Toronto, has been made director of publicity of Northern Aerial Minerals Exploration, Ltd., of that city.



229,159

The Greatest Circulation ever reached by any Daily Newspaper in the West


**Government Statement
of Average Daily
Circulation · Six Months
ending March 31 · 1929 ·**
**LOS ANGELES
EVENING HERALD**

Represented in
 New York by HERBERT W. MELONEY, 342 Madison Ave.
 Chicago by JOHN H. LEDGER, 910 Hearst Bldg.
 San Francisco by A. J. NORRIS HILL, 610 Hearst Bldg.

Enters the Honest Testimonial Contest

PHILADELPHIA, APRIL 8, 1929.

Editor of PRINTERS' INK:

Answering your invitation to join the honest testimonial contest, I am at last moved to take action in a matter that inspires me whenever we have waffles. Time and time again as I have sat looking at the little can of maple syrup always changing hands at our breakfast table, I have said to myself: "I ought to write those Log Cabin people and tell them what I think."

It wasn't that I thought I could get money for a testimonial. I just thought it was something I should do out of gratitude. After I read about the contest in your March 28 issue, I decided to write my testimonial letter and send it along to you so that I could learn how it stacked up with others that you received and, maybe, I thought, it even might be published. Here is my entry:

To the makers of Log Cabin Maple Syrup:

For more years than I like to remember, man and boy I have been an addict. There was a time when mother hid it on a high shelf and I found it, drinking one quarter can, which temporarily cured my craving.

And now yesterday I had to tell my little boy to stop tilting the can over his waffles.

I have a cousin in Vermont who sometimes sends me some syrup I think has it all over yours but he is an uncertain source of supply and the A & P is handy to my house.

I don't care so much for any sweets, as I once did, but we continue to use a lot of your syrup in our house. I'll tell you why.

Those cans of yours make swell children's banks and somebody in the house has to be taught to save. You just cut a little slit in the roof and cork the hole where the syrup comes out and they rattle fine when half a dollar in change has been put in.

They are also easier to rob when change is needed than those trick banks the big banks give to kids.

WILLIAM K. BETTS.

Chain-Store Sales for March

Company	March 1929	March 1928	% Chg.	3 Months 1929	3 Months 1928	% Chg.
F. W. Woolworth.....	\$24,528,483	\$21,839,750	12.3	\$61,563,869	\$57,946,294	6.2
Kroger Grocery.....	22,020,029	14,494,917	51.9	69,582,642	44,321,577	57.0
Safeway Stores.....	16,425,959	8,620,630	91.0	43,404,355	22,699,377	91.0
J. C. Penney.....	15,381,264	13,159,834	16.8	33,046,659	29,800,200	10.8
S. S. Kresge.....	12,566,987	10,854,979	15.7	31,360,238	28,832,418	8.7
American Stores.....	11,278,360	10,851,919	3.9	35,516,348	33,271,097	6.7
National Tea.....	8,102,467	7,702,731	5.2	22,546,486	20,044,400	12.4
S. H. Kress.....	5,307,982	4,638,605	14.4	13,809,272	12,574,174	9.8
W. T. Grant.....	5,141,437	3,706,389	38.7	11,986,935	9,173,058	30.6
McCrary Stores.....	3,729,139	3,121,846	19.4	9,264,386	8,418,115	10.0
Daniel Reeves.....	2,786,803	2,613,597	6.6	9,028,491	8,455,895	6.7
Melville Shoe.....	2,672,104	1,817,386	47.0	5,725,584	4,265,369	34.2
Childs Company.....	2,355,693	2,286,424	3.0	6,635,541	6,819,911	-2.7
G. R. Kinney.....	2,101,287	1,532,985	37.0	4,245,496	3,403,341	24.7
Interstate Dept. Stores..	2,035,467	1,513,466	34.5	4,890,939	3,600,622	35.8
J. J. Newberry.....	1,857,851	1,185,353	56.7	4,327,939	3,022,863	49.7
F. & W. Grand.....	1,712,394	1,127,673	51.8	3,983,436	2,829,521	40.7
McLellan Stores.....	1,668,684	1,096,152	52.4	4,042,077	2,710,188	49.1
Lane Bryant.....	1,644,135	1,213,576	35.5	3,675,491	2,863,526	28.4
American Dept. Stores..	1,533,257	1,129,711	35.7	4,018,021	2,983,036	34.6
Lerner Stores.....	1,428,846	829,506	72.0	3,357,921	2,096,869	60.0
Waldorf System.....	1,385,778	1,260,530	9.9	3,912,358	3,647,182	7.2
D. Pender Grocery.....	1,367,323	1,238,260	10.4	3,702,870	3,318,800	11.5
J. R. Thompson.....	1,283,866	1,245,365	3.1	3,654,625	3,644,550	0.2
Peoples Drug.....	1,243,653	911,629	36.4	3,424,101	2,385,213	43.6
G. C. Murphy.....	1,198,967	787,713	52.5	2,923,074	2,058,799	41.9
Metropolitan.....	1,138,358	912,087	24.8	2,819,860	2,356,526	19.6
Mangel Stores.....	1,096,723	659,109	66.4	2,290,822	1,466,802	56.2
Neisner Bros.....	1,074,793	664,847	61.6	2,377,326	1,493,055	59.2
Western Auto Supply.....	1,057,000	802,197	31.7	2,484,872	1,887,042	31.6
I. Silver Bros.....	615,066	479,652	28.2	1,420,933	1,180,365	20.3
Traveler Shoe.....	511,875	370,835	27.0	992,126	838,585	18.0
Berland Shoe.....	332,827	216,086	54.0	664,891	493,452	34.7
Davega.....	306,837	231,806	32.3	1,060,432	751,780	41.0

F. W. Woolworth reports that old stores increased business \$1,623,173, or 7.46 per cent, over March, 1928, and for the first quarter old stores were \$961,616, or 1.67 per cent, ahead of business in that period of 1928.

NUMBER OF STORES IN OPERATION

	End of March 1929	End of March 1928		End of March 1929	End of March 1928
S. S. Kresge.....	519	443	G. C. Murphy.....	140	112
D. Pender.....	395	376	Metropolitan.....	110	93
S. H. Kress.....	194	183	I. Silver Bros.....	34	33
McLellan.....	180	132	Neisner.....	38	27
Peoples Drug.....	100	52	Davega.....	14	9

9000 Executives Endorse this Business Reference Book

THE
CRITCHFIELD



1929
"DIGEST"

CONSIDER the questions that come up every day in your business! Questions of vital importance in your marketing and advertising plans. For example:

What about the population, stores and car registration of DuBois, Pennsylvania; Malvern, Arkansas; Casper, Wyoming? What industries have they?

Or maybe you want to know about a daily newspaper in Miami? Vancouver? What are its rates, circulation, size, make-up and dates of issue?

For each and all such questions (about every city and town, daily newspaper and magazine in the United States and Canada) the Digest has the ready answer. It is accurate, concise and strictly up-to-date. In handy size and form for instant reference.

National income, location of air-ports, banks, retail outlets, motor vehicle registration, etc., all are included. This book is invaluable to Sales Managers. Flexible binding, gold stamped and edged. Price, Two Dollars, postpaid.

CRITCHFIELD & COMPANY

14 East Jackson

ADVERTISING

Chicago, Ill.

"The Pantagraph Is a Heluva Good Paper"

A rare compliment when it comes unsolicited from national advertising executives who are not given to handing out undeserved bouquets.

That's what many of these hard-headed men tell us, and WHAT'S MORE, IT'S TRUE, if—the time, effort and money devoted to this 83-year-old institution can bring about this result.

There never has been any compromise with accuracy in the presentation of the news of Central Illinois . . . few, if any, newspapers carry the high percentage of news compared to advertising . . . the typography and presswork have always been outstanding . . . the sum total of all this concentrated effort being a coverage and readership that has held the circulation of all other mediums down to "less than 3% of the homes in this rich territory."

This general excellence has been recognized by state and national first prizes (1925 to 1928) and responsible for The Pantagraph's accepted standing as the home NEWSpaper of Central Illinois.

The Daily Pantagraph

BLOOMINGTON, ILL.

REPRESENTATIVES: CHAS. H. EDDY CO.—New York, Boston, Chicago

Technical Advertisers Study the Industrial Show

Consensus of Opinion Is That It Has Value But Needs Careful Selection

CONVENTIONS and industrial exhibits in connection with them, as well as the big industrial shows, transient and permanent, that have only their own excuse for being, were discussed in pointed fashion at the April meeting of the Technical Publicity Association held at the Advertising Club of New York.

With B. H. Miller, of the Permutit Company, presiding, and R. H. DeMott, general sales manager of SKF Industries, Inc., leading the discussion, the members exchanged experiences at shows large and small. They dealt frankly with both the advantages and shortcomings of these shows. The general tone indicated that the industrial show—if it is the right show for the interested company—is a highly valuable form of advertising; but that careful advance analysis is needed to make sure that a show qualifies as the right one.

Several of the speakers, indeed, suggested that something corresponding to an A.B.C. audit is badly needed for industrial shows, to save many companies from spending their money in exhibits which cannot possibly yield an adequate return. It was suggested that such an audit would closely parallel the A.B.C. audit of a publication, giving circulation—that is, attendance—analyzed as to type and potential value; rates for space (floor space instead of white paper space), etc.

Mr. DeMott remarked that the industrial show, or its ancestor, the fair, is one of the oldest merchandising devices known, with a recorded history going back at least 500 years B. C. "Any idea surviving for 2,500 years must have some real merit," he said. "It must pay somebody; but does it pay the manufacturer, or does it only pay the promoter?"

Mr. DeMott said that he had found great difficulty in getting

hold of the facts on industrial shows. He made a tentative classification of community or specialty shows, municipal as distinguished from industrial expositions, permanent trade shows (very few of which have any record of continued success over any substantial period), shows sponsored by the local board of trade or chamber of commerce, those sponsored by trade associations, and those engineered by private promoters.

He pointed out that the number of various enterprises of this kind which the manufacturer is invited to enter has increased enormously in recent years. The Department of Commerce reported 117 in the entire country in 1917 and over 600 in 1926, and there would probably be at least 1,000 in 1929; there are over 100 automobile shows alone annually, and a growing number of aviation shows.

"This is the way some of these are promoted," said Mr. DeMott. "Some one in a community wants to get into the aviation business. He is trying to raise money to finance his infant enterprise, and he needs advertising. So he goes to the local chamber of commerce and persuades them to start an aviation show to boost the town and bring this new and promising industry to it.

"Then they go to the builders of airplane engines and tell them that they ought to exhibit and help make this show a success, because this new enterprise will build airplanes and buy a lot of engines. Then the engine builder comes to us and to the other manufacturers of parts and appliances used in engines, and puts pressure on us to participate also and take part of the burden off his shoulders. But you are apt to find when you check up on the results that the original promoter—the man who is starting to create an airplane manufacturing plant—has got a lot of free advertising, or nearly free;

he has profited immensely by the show, but the manufacturers who put in their time, money and effort have very little to show for it.

"Now, we consider that these shows are a very definite part of our advertising and sales program; but we have to put them all down and then pick out or throw out the ones which for one reason or another do not appear promising, and concentrate on the others. Being, as we are, interested in every industry in which wheels turn, we have to chart all these shows very carefully, list the ones we will probably—I said probably—go into. Then we analyze both the show and the company's own position relative to that industry. And of course, we learn more every year; we can gradually capitalize on our previous years' experience with that particular industry and show.

"In this connection, I don't know of anything that helps more than to be on friendly terms with your competitors. Then you can exchange experiences and compare notes. It is the best safeguard in the world against unscrupulous promoters. A show must put itself on the proper basis. We must know who is running it. Usually when it is a manufacturers' association it is all right.

"But some private promoters do not scruple to make false statements; to tell you that your competitors have signed up, when by a little checking with them you can find they have not done so—and of course, when they find this out, are not going to.

"Don't be afraid to ask questions. You must find out if you can if they are running the show to pad their own pocketbooks, or to do a real service to the industry concerned. Some manufacturers have a tendency to be stampeded into all manner of shows; and it is a very costly tendency."

Mr. DeMott said that one of the most important considerations is what you have to tell the industry in the show you propose to enter. "If it's a brand new industry such as aviation you are justified in going in harder and oftener than in one that is stabilized and already knows

your story. If you haven't something new and interesting to show, you would do better to stay out."

In the discussion, several speakers carried the analogy with a periodical advertisement to considerable lengths. Col. W. T. Chevalier of the McGraw-Hill Publishing Company suggested that a company's industrial exhibit should in all cases have a tie-up in theme or design and style with its advertising, so that visitors would recognize it and feel at home.

Careful organization, not only of the exhibit, but in the detailing of sales representatives to be on duty at the booth, and in the reports of results and the follow-up was emphasized by several of those present.

Emerson J. Poag, Advertising Manager, Buick

Emerson J. Poag, who has been with the sales organization of the Buick Motor Company, Flint, Mich., is now advertising manager. He was, at one time, manager of the marketing research department of the Campbell-Ewald Company, Detroit.

R. S. Ritchey Starts Own Business

R. S. Ritchey, for the last seven years vice-president and sales manager of the United Film Ad Service, Inc., Kansas City, Mo., has organized R. S. Ritchey & Company, sales and advertising counsellors, with offices at Minneapolis.

Atlantic & Pacific Tea Net Profits Increase

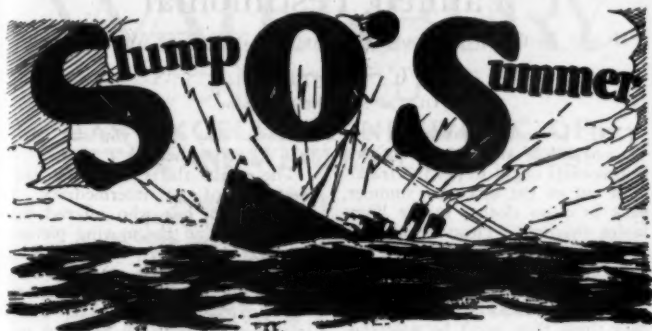
The Great Atlantic and Pacific Tea Company, Jersey City, N. J., and subsidiaries, report a net profit for the year ended February 28, 1929, of \$24,220,982, after depreciation and Federal taxes. This compares with \$18,411,119 for the previous year.

Innovation Trunk Account to Hicks Agency

The Innovation Trunk Company, New York, maker of Innovation luggage and closet hangers, has placed its advertising account with the Hicks Advertising Agency, Inc., of that city.

New Account for Britt-Gibbs Agency

The Sterling Products Corporation, St. Louis, has placed its advertising account with the Britt-Gibbs Advertising Company, of that city.



If your product needs advertising acceleration, merchandising effort—sales stimuli, during the Summer season—

Or if you have a seasonable product that you would put on a profit paying basis during the warm weather months—

We have a special service—adaptable to your requirements that makes sales climb with the thermometer.

Chicago Elevated Advertising Company

509 South Franklin Street

Chicago

Illinois

Blame the Intermediary for the Tainted Testimonial

Honest Testimonials Would Cost Nothing if Nothing Were Offered

By C. T. Southwick

Of The Southwick Company

THE present agitation on this one-sided subject of tainted testimonials ought to get the fraud-boys out of the muck by summer, back in clean clothes at the home tables sharing in clean milk, fresh vegetables and wholesome air. Remember, boys don't intentionally get into devilment, but they intentionally stay there because they think they won't be welcomed back and forgiven.

I have more faith in testimonials than in any other definable type of copy. They have performed miracles for clients after all other kinds of copy failed. It is the same as having a reputable authority write an advertising booklet instead of sending it out anonymously. I have more than once paid an author for his or her editing or collaborating on a booklet. I never paid for scores of testimonials used in advertising.

George Eastman and a half dozen other great inventors, by willingly giving their opinion of AutoStrop razor, literally turned the tide and brought success to that razor. Scores of business men willingly gave all the facts about their Grinnell automatic sprinklers and Barrett specification roofs until they became established as standard equipment. Famous men gave me their endorsement of the Savage automatic pistol. Nothing else, in my opinion, would have met the prestige of competing revolvers and automatics. Dictaphone users gladly gave their experiences—and the common stock thereupon began, like that of AutoStrop, paying dividends.

The point is that most testimonials would cost nothing, beyond a courtesy gift of the goods, if nothing were offered.

I am now running some indirect testimonials of Peter Schuyler cigars, but only when the smokers

suggest, "why don't you say, also, that I prefer them?"

The graft starts with the employment of an intermediary. I turned down one who offered the endorsement of the moving picture producers; another who offered theatrical and movie stars. These actors and actresses, I happen to know, often want to help out some fellow who claims to be hard up, and since the product is fine and famous, why not?

When an agency man, who is weak and afraid of losing out, goes out after testimonials, he approaches a friend or employee of the man and says he can make it worth while. Again the intermediary.

The present campaign against tainted testimonials is too broad—a scatter-gun fire. The advertiser, the agent and the famous testifier should be warned against the intermediary who will represent that the testifier demanded payment.

Now the "Journal of Business Education"

Following the recent purchase of the *Journal of Commercial Education*, Philadelphia, by the Haire Publishing Company, New York, that publication and the *Business School Journal* have been merged and will hereafter be published under the name of the *Journal of Business Education*. Dr. Paul S. Lomax, chairman of the department of commercial education, New York University, will act as editor-in-chief.

Joins Ritter Dental Company

Gerard J. Smith, recently with the John F. Smith Company, Rochester, N. Y., has joined the advertising department of the Ritter Dental Company, of that city, as assistant to the advertising manager.

Crosley Radio Appoints

A. E. Deaderick

A. E. Deaderick has been appointed advertising manager of the Crosley Radio Corporation, Cincinnati.

WATERBURY

CONNECTICUT

**HAS EXCELLENT NETWORK OF
RETAIL AND WHOLESALE OUTLETS!**



1522 Retailers

~ ~
105 Wholesalers

Waterbury, Connecticut, represents an important market for any salable commodity or service, and there is an efficient and economic machine for distribution through the existing retail and wholesale distributing organizations. In Waterbury there are 105 wholesalers and 1522 retailers. In the trading territory, there are 139 wholesalers and 2668 retailers.

More than 4 out of every 5 English reading families in Waterbury, who read a Waterbury newspaper, read the Republican or American. Hence, you can thoroughly cover this prosperous market at one cost through the

WATERBURY REPUBLICAN

AND

Waterbury American.

GILMAN, NICOLL & RUTHMAN
National Representatives

New York

Boston

Chicago

Detroit

San Francisco

[How a Business Paper Works]



**PENTON
PUBLICATIONS**

IRON TRADE REVIEW

Established 1893

THE FOUNDRY

Established 1893

DAILY METAL TRADE

Established 1909

ABRASIVE INDUSTRY

Established 1920

POWER BOATING

Established 1903

MARINE REVIEW

Established 1878

Wor Authority in Its Industry]

A Veritable *Financial* *Barometer* for Industry

IN THE March 28, 1929 issue of *Iron Trade Review* appeared the fourth annual survey of earnings of American steel companies. It embodies the results of an exhaustive investigation of financial conditions of the industry. Almost all business executives, from small factory proprietors to steel corporation chairmen, look forward to this annual analysis. Bankers and financial experts utilize it extensively.

The activities of twenty-two leading steel manufacturers are analyzed and the following details presented: Number of shares of common stock outstanding with par value; value of common stock, preferred stock, and funded debt; surplus and total capitalization.

Comparisons for current and preceding years are presented covering net earnings before dividends, total earnings before dividends, and interest on bonds; earnings per share of common stock, per cent earnings of capitalization, and earnings per ton of ingot capacity. Current data are tabulated for rated ingot capacity, capitalization per ton of ingot capacity, dividend rate on common shares, total assets, current assets, and current liabilities.

This service, initiated and developed by *Iron Trade Review*, constitutes a veritable financial barometer for industry. For all business it analyzes in specific terms the earning capacity of America's greatest basic industry. It shows whether fundamental business conditions are stormy, cloudy, or fair. It is representative of the alert, constructive editorial policy of *Iron Trade Review*. It is one of the many factors which have made *Iron Trade Review* "the authority of industry—national and international".

IRON TRADE REVIEW

A Penton Publication

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers,
national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A.



Guide Posts to Greater Profits are your ledger records. For such important and lasting purpose, Stonewall Ledger is especially designed.

Its sturdy character makes it impervious to years of constant handling.

Its pliable yet firm texture leaves it unmarred by harsh erasure.

Its even surface makes for neatness with either pen or bookkeeping machine.

You will be proud of records made on Stonewall Ledger.

Stonewall Linen Ledger


"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGES

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Why We Prefer to Stay Small

There Are Many Advantages of Being a Small Business

As told to George L. Moore

By C. F. Norton

Vice-President and General Manager, Howell Electric Motors Co.

EXECUTIVES of small and middle-sized business units view with mixed emotions the trend toward amalgamation, merger and consolidation.

"Can the small manufacturer live and make a profit under the conditions developing in business?" is a question discussed seriously wherever executives toss opinions back and forth as to what is happening to business.

I am convinced that not only can the small manufacturer live, but my own experience and personal preferences dictate reasons for deliberately staying small.

The mistake it seems to me a great many small manufacturers make today is to lose their courage, and in a panicky state of mind they blindly follow the rabble; cut prices and, in general, try to compete with the big manufacturer on his ground.

A small manufacturer has today, and in my judgment always will have, a secure place in our business and economic scheme. I have been in big business organizations and in small ones. And such reasoning as I have done, combined with certain feelings and ideas which are purely personal, lead me to prefer the small to the large unit.

I am convinced that the small manufacturer is more efficient than the big fellow. I know intimately the electrical departments of a number of big plants, and, judging from the standards of our own plant, which employs from 125 to 140 workers, those departments are far from being the models of efficiency they popularly are supposed to be.

The small fellow's overhead is low. He is close to details. A dollar to him is 100 cents. He watches with care, if he is a good business man, every dime invested in his business. He can beat the

big fellow on waste. He can and does exercise the same sort of economy a good housewife uses in her kitchen, whereas the big company spends lots of money without getting much back to show for it. Furthermore, I am sure that, generally speaking, the small manufacturer can turn out more product in value per employee per thousand man hours of effort, than can the big fellow. The small manufacturer's supervision is closer. He has—or can have if he will—real personal influence upon and close contact with his employees, which, try as the big organization may through its personnel and welfare departments and other modern employee-relations agencies, are simply not possible in the big plant in similar degree.

A Big Mistake

The small manufacturer should stop trying to beat the big fellow on price. That is a mistake many small concerns are making. Price is not the big fellow's vulnerable spot, and the small manufacturer must study his bigger competitor and hit him where he is vulnerable.

One of these "Achilles' heels" is service. The big fellow won't disrupt production plans for individual buyers and right there is the thin edge of the wedge for the small man. If one of our customers wants a motor with a two-inch shaft extension, we give him that service. If one motor must go out a day ahead of schedule, we try to give that bit of special service. In other words, we can disrupt our production plans without demoralizing the business. This can be more readily done by a small manufacturer who organizes his factory to give this class of service, than by a large manufacturer, who depends on mass production to keep his costs down.

The consequence of this sort of

thing is that the small manufacturer can bind his customers to himself with hoops of service so that the price man simply can't get in.

Another reason for the small manufacturer's strength is that we all are still very human. Thousands of buyers would rather deal with the small than with big houses. I, personally, like to do business with one of the major executives of a business and plenty of men feel the same way—enough of them so that the manufacturer of modest size can do very well if he chooses to. Many buyers feel that in dealing with one of the heads of the company from whom goods are ordered, orders will get personal attention. They are sure the man they deal with is thoroughly responsible or he wouldn't be one of the heads of a business. The sales representative of the big concern has not this same standing as regards responsibility, and I know it to be a fact that many thousands of dollars are lost and wasted because these representatives make wrong decisions, many of which I don't believe a good business man, responsible for his own business, would make.

The very big companies are not, in many instances, the ideal customer for the small business. Many rank and file manufacturers have come to grief by selling the bulk of their output to one, or a few, big companies and then one day having that business go to a competitor. This happens often because the small manufacturer, fearing loss of volume, gets his price down lower than what is, for him, economic.

Pressure of competition today is tremendous. It makes it difficult to resist going with the crowd and doing business without a "bottom" price, but in my estimation the salvation of the small manufacturer is to get away from the rabble and stop competing on price.

The small business is in an advantageous position, too, in relation to the rapid, never-ceasing changes which are occurring today in business as perhaps never before. The bigger the plant, the

longer the time to retool for changes. The small manufacturer can get out drawings, patterns and dies in a matter of weeks. If he will keep alive and alert, this ability to make quick turns and changes can be made to react tremendously to his advantage.

No, we have no desire to grow to enormous size. We believe that, in spite of the strong movement in industry to consolidate and merge, we will be able to extract advantages from our very smallness, so long as we follow sound, sensible policies and deal with people in the way a great many of them still like to be dealt with, maintaining due consideration for the dignity and personal responsibility of the human element both as regards employees and customers.

Starts Robert Emmet Kane Advertising Company

Robert Emmet Kane has started the Robert Emmet Kane Advertising Company as a general advertising service at St. Louis. Associated with him are John M. Stichel, solicitor, and Mabelle Robinson, secretary.

Mr. Kane was formerly advertising director of the Union Electric Light and Power Company and at one time, was with the Chappelow Advertising Company, Inc., both of St. Louis.

Smithson Serge Suit Account to Menken Agency

Joseph W. Smith & Sons, New York clothing manufacturers, have appointed Menken Advertising, Inc., of that city, to direct the advertising of Smithson Serge Suits, manufactured by its subsidiary, the Smithson Serge Company. The campaign will include rotogravure, newspaper, magazine, business-paper and direct-mail advertising.

P. P. Fodrea Leaves Iten Biscuit Company

Penn P. Fodrea has resigned as sales promotion manager of the Iten Biscuit Company, Omaha, Nebr., the department which he headed having been discontinued when that organization recently became a subsidiary of the National Biscuit Company.

D. C. Pierce Appoints Edward Howard

The D. C. Pierce Company, Cleveland, investment securities, has appointed Edward Howard, financial advertising, of that city, to direct its advertising account.

Columbus Dispatch

— OHIO'S GREATEST HOME DAILY —

NOW *has*
The **GREATEST**
CIRCULATION
IN ITS 65-YEAR HISTORY

119,430

AVERAGE NET PAID DAILY

for the six months' period ending March 31, 1929 as reported to the Federal Government in the sworn statement required by law.

Fine GAIN in Advertising, Too

Media Records Reports for the first three months of 1929 show that the Dispatch made a net gain in paid advertising amounting to

183,749 lines or
More than 592 Columns

Advertisers will find it a far-sighted policy to continue concentrating their advertising in this extremely productive medium. Every campaign in which the Dispatch is employed **MUST GAIN** in effectiveness by this latest progress of "Ohio's Greatest Home Daily."

National Representatives: O'MARA & ORMSBEE, Inc.
New York — Chicago — Detroit — Los Angeles — San Francisco
Harvey R. Young, Advertising Director

How Lucerne-in-Maine Is Trying to Reach a Specific Group

In order to understand how the campaign has been adapted to the particular advertising problem of this community, an explanation of how Lucerne-in-Maine operates is, perhaps, necessary. In days gone by, the land included in this development was hunting preserve of the Penobscot and ally of George the Revolution. The association of the preserve by the community architecture of all on it to either chalet type of chalet type fits in

As prospects must ordinarily be those with incomes large enough to warrant purchase of a summer cabin or chalet, and as they must be interviewed by representatives of the association before being permitted to buy, the advertising problem of the campaign was to reach not only those of above a certain income but also of a certain social and business prestige. The layout and illustration have, therefore, been called upon to bear a twofold burden. First, they must carry an air of swank, and, secondly suggest at the same time the rugged and primitive quality of

The Layout and Illustration of This Series Suggest Swank and at the Same Time the Rugged and Primitive Quality of Lucerne-in-Maine

Lucerne-in-Maine

136

YOU ARE BEST
SERVED BY THE

TYPOGRAPHIC LEADER

Every worker *con amore*, whether in eternal marble or fugacious ink, soon discovers that quality lashes back. Thus, some folks assume that, because of our reputation for leadership in typography, we are lukewarm toward "my-business-doesn't-amount-to-much." Please weigh the facts. We have the honor to count the greatest advertising agencies among our patrons. We have pride, also, in serving an extraordinarily large number of small accounts. Draw your own conclusions and the telephone to you. "TYPE FACES," our new 540-page book, sent post-paid upon receipt of two dollars.



TYPOGRAPHERS WHO PROVE IT WITH PROOFS

FREDERIC
NELSON
PHILLIPS

INCORPORATED

228 E. 45th ST., NEW YORK



Friend of Man



C
w
m
d
W
a
W
tr
si
W

In
Ca
the
Am
Ste
Boo
Ma
ite
Che
and
Cop
Aut
Sho
ric
Lin
and
Tra
gui
of

Constantly broadening its market with the aid of advertising which must influence distributors and dealers as well as consumers, the Webster Cigar Company has won a prominent place in its industry. Webster Cigars now enjoy a distribution which makes Webster a significant name everywhere. Webster is a Campbell-Ewald client.

Advertising



Well Directed

In addition to Webster Cigars, the Campbell-Ewald Company advertises the following services and products:—

American Automobile Association; Ashley-Dustin Steamship Line; Bank of Detroit; Bowes Brothers Bonds; Buick Motor Cars; Burroughs Figuring Machines; Canadian General Electric Co., Limited (Institutional); Caterpillar Tractors (Canada); Chevrolet Motor Cars; Consolidated Corrugated and Folding Paper Boxes and Binders' Board; Copeland Electric Refrigerators; Delco-Remy Automotive Products; Delco-Products, Lovejoy Shock Absorbers; Detroit & Cleveland Navigation Company; Detroit & Port Huron Steamship Lines; Dover Mfg. Co.; Lady Dover Electric Irons and Percolators; Fireside Industries Home Arts Training; Fokker Airplanes; Fyr-Fyter Extinguishers; General Motors Building; General Motors of Canada (Institutional and Products); Grand

Rapids Metalcraft Corp.; Kelch Heaters; Harrison Radiators; Hercules Truck Bodies; J. L. Hudson Department Store; Hyatt Roller Bearings; Kleiner, Tom Moore Cigars; S. S. Kresge Stores; Leonard Detroit Storage Service; Liberty Ready-Cut Homes; Link-Belt Industrial Products; C. H. McAleer Automobile Polishing Products; Michigan State Fair; Milson Extracts and Pharmaceutical Products; National University Society Business Coaching; National Bank of Commerce of Detroit; New Departure Ball Bearings; Nicholson-Erie-Dover Ferry Line; Oakland Motor Cars; Olds Motor Cars; Panama Mail Steamship Co.; Pontiac Motor Cars; Postel's Elegant Cake Flour; Premier Cushion Springs; Rambler All-Metal Aeroplanes (Canada); Sawyer-Massey Road Machinery (Canada); Scher-Hirst Clothing; Shotwell Marshmallows; Union Title and Guaranty Service; Union Trust Service; United Motors Service; Western Air Express, Airplane Transportation; White Star Steamship Lines; Wolsey Woolen Wear (Leicester, England).

Campbell-Ewald Company, H. T. Ewald, President
General Motors Bldg., Detroit; New York; Chicago; Seattle
Los Angeles; Portland; San Francisco; Paris, France
In Canada—Campbell-Ewald, Limited, Toronto; Montreal

Address our Detroit Office for a booklet featuring the personnel and organization of the Campbell-Ewald Company

A new sales cooperation plan with 35,000 merchants

B'nai B'rith Magazine with an A. B. C. circulation of 60,856 of which 35,000 are merchants, offers to advertisers a new plan of personal sales cooperation.

This plan is applicable to all types of products provided they are of unquestioned character.

Write me and I will be glad to discuss the possibilities of this plan for the merchandising of your product.

An American Jewish Magazine published entirely in English, which for more than a third of a century has been a potent factor in promoting good-will between Americans of the Jewish Faith and American Christians.

S. P. LIBERMAN

Advertising Manager

11 West 42nd Street
New York City

Cincinnati
Electric Bldg.

Chicago
1185 Clinton St.

in the lineal "Indian" style has been added by way of illustration to suggest the primal quality of the community. Decorative mortises, in the modernistic manner, specked and lined, are used in conjunction with these drawings.

The advertisements at present are appearing in Eastern newspapers, but it is the intention of the Lucerne-in-Maine Association to extend the advertising as it becomes able to handle new members in the community. Class and society publications are to be used soon in addition to newspapers. The present advertising is intended to reach summer prospects; advertising for winter prospects will be resumed in the fall.

This campaign differs from most recreation and resort advertising in that it has broken away from the use of scenic illustrations, suggesting its beauty through type and layout.

Suggests Charging for Service

THE TILE & MANTEL CONTRACTORS'
ASSOCIATION OF AMERICA
WILMINGTON, DEL.

Editor of PRINTERS' INK:

I thank you very, very much for the information you have given me on sales manuals. I will go over this carefully and then notify you if you can be of any further assistance to me in this matter.

I know of no organization that gives as much for five dollars a year as your company. It seems to me that you should charge more than that for the services alone; let alone your two splendid publications—PRINTERS' INK and PRINTERS' INK MONTHLY.

H. R. COLE,
Executive Secretary.

Wales Agency Adds to Staff

Robert T. Gebler, formerly with The F. J. Ross Company, Inc., New York advertising agency, and the International Correspondence Schools, has joined the Wales Advertising Company, New York. Another addition to the staff of the Wales agency is Paul A. Werner.

Don M. Parker, Jr., has been appointed traffic manager of the Wales organization.

Burns Brothers Appoint Frank Presbrey Agency

Burns Brothers, New York, retail coal distributors, have placed their advertising account with the Frank Presbrey Company, New York advertising agency.

New Accounts to Milwaukee Agency

The Bay West Paper Company, Green Bay, Wis., paper towels, etc., has appointed Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, to direct the advertising of its "Dubtowls" and "Singitowls."

The Thymo Bovine Laboratories, manufacturers of "Thymo Bovine," an antiseptic lotion, and Nufold Metal Ware, Inc., metal furniture, both of Milwaukee, have also placed their accounts with Klau-Van Pietersom-Dunlap-Younggreen, Inc. Middle-Western newspapers will be used on the Thymo Bovine account, and business papers and magazines for the Nufold company.

Fleischmann Reports Net Sales and Profits

The Fleischmann Company, New York, reports net sales for the year ended December 31, 1928, of \$64,004,366, against \$64,668,137 for 1927. Cost of sales for 1928 amounted to \$25,671,589, plus selling, administrative and general expenses of \$17,164,834, leaving net profits from operations of \$21,167,942. Net income, after income tax charges, was reported as \$19,820,668 for 1928, compared with \$19,423,595 for 1927.

W. W. Darrow Joins "National Underwriter"

William W. Darrow, formerly advertising manager of The Home Insurance Company, New York, has been appointed Eastern manager of *The National Underwriter*, with headquarters at New York.

New Account to Hicks Agency

The H. G. Hurlbrink Company, New York, commercial banker representing the Finance Company of America, Baltimore, Md., has placed its advertising account with the Hicks Advertising Agency, New York.

To Represent "Milk Plant Monthly"

The Creamery and Milk Plant Monthly, Chicago, has appointed T. E. DePew Eastern advertising representative, with headquarters at New York.

Nickel Plate Railroad to Powers-House Agency

The Nickel Plate Road has placed its advertising account with the Powers-House Company, Cleveland advertising agency.

Joseph Reilly Opens Detroit Plant

Joseph Reilly, New York, electrotyping, has opened a plant at Detroit. Edgar Rodd is in charge.

Art Techniques That Are Best for Newspaper Advertising

If Handled Intelligently Almost Any Technique May Be Used—Some Rules for Newspaper Advertisers

By W. Livingston Larned

AN advertising manager, in conference with the head of his production department over a proposed national newspaper campaign, sent for current issues from twenty of the larger American cities. It was his argument that before illustrations could or should be started, some definite knowledge ought to be secured as to what is happening the country over as regards reproduction. What is printing? What is smudging? What is the present status as to newspaper illustrations? Since these same newspapers, along with many others, were to be used, could anything be more sensible than to survey the battleground?

The result of the investigation was somewhat disconcerting. No definite standard was available. Conditions varied. Paper stock varied. Weather conditions varied. Thus, in a section where there had been much rain and therefore appreciable dampness, the stock was porous and reproduction temporarily poor. It was not necessarily true that results were best in the large-city newspapers, moreover.

From the advertising manager's written report on the subject, the following extracts may be of practical interest:

1. Very largely, the newspapers of the country are handling plates of all kinds better than ever in the past. The percentage of satisfactory campaigns is greater.

2. The variety of techniques has increased tremendously. There

are few restrictions today and there is a vigorously encouraging trend upward in the artistic quality of the average newspaper advertising illustration.

3. The newspapers seem to go to extra pains to protect the final printed result of even the most



YOU are familiar with many different electric tools and appliances but have by different ones so entirely new field of design. They are different — not merely in color, a new style, or the way to improve the construction and convenience of electrical appliances beyond the limits already reached.

The National
Office of Health
is a national
office in the
of a national
Office of Health
the health

[illegible]

Plan RAY—2000

The National Automatic Telephone System is a fully automatic, long-distance, toll-free, 24-hour-a-day system for the public. It is a major step in the development of the telephone system in the United States. It is a major step in the development of the telephone system in the United States. It is a major step in the development of the telephone system in the United States.

The EDISON Shops

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON

*The Wood-Cut Technique Is Almost Invincible
for Newspaper Reproduction*

modest campaign. In other words, they appreciate that a responsibility exists, both to the public and to the advertiser.

4. Halftones, from wash drawings or from photographs, constitute something like 40 per cent of the current campaign illustrations, and most of them print satisfactorily. This is due not alone to engraving processes keyed to the exacting need, but to the simplifying of subjects.

5. Composition, the layout of



T H E R E C O R D



Harper's Bazar for May closed with 376 different School and Camp advertisers—the largest number appearing in a single issue since the establishment of the Educational Department thirteen years ago.

T H E R E A S O N



School advertising is carefully keyed and checked. There is no guess work about results. Schools are turning to Harper's Bazar in ever-increasing numbers because it reaches more than 100,000 representative families who are in a position to enroll their children in exclusive schools and camps.

T H E R E S U L T S



Satisfactory to the advertiser, and gratifying to the parents. Here is an example—a letter from Seattle: "It was through a small advertisement in Harper's Bazar that I learned of the Northwood Junior School at Lake Placid, and upon arriving in New York went up to visit the school. I was very much pleased with the school's homelike and democratic atmosphere. My son entered January 8th and is very happy. I have made several trips to the school, and am more impressed each time with the wonderful advantages the boys have there."

The tuition at Northwood School is \$1500.

H A R P E R ' S B A Z A R
572 Madison Avenue • New York

the display, has much to do with the success of the newspaper advertisement in its relation to the picture. White space, as a safeguard, is coming to be wisely estimated.

6. Less solid black is being employed. Advertisers, apparently, are at last willing to admit that these ponderous and defacing areas of black do not necessarily bring dominating display. It is repeatedly shown that illustrations in sheer outline are more attention-compelling than those over-weighted with solid black.

7. The actual space devoted to the illustration is great, which, in turn, makes for more satisfactory printed results. This is quite definitely true in the case of halftones from photographs.

8. Rush is the cause of many current failures. An exacting plate, made in a great hurry, often over night, can't be as satisfactory as the engraving on which an adequate margin of time is allowed. It is easier to rush the original drawing than to rush its reproduction on metal.

9. The best newspaper illustrations are those which have not been vignetted, covered over with lettering and otherwise transgressed upon by titles, text, captions and interpolated after-thoughts.

10. A canvass of thirty users of newspaper space discloses that they have definitely decided to restrict all "copy" for illustrations to not more than "twice-size" in the original, and in the case of photographs and detailed pen drawings, the original is likely to be made actual size, which means no reduction whatsoever.

11. Those halftones from photographic copy which retain their brilliancy of contrast and print well, almost always are of a different technique than a print made for printing on better paper. By light-

ing and other expedients, the number of intermediate tone values is cut down. The contrast exists, therefore, in the "copy".

12. That inexorable rule, known for a long while to those who plan newspaper campaigns, but not always sympathized with or supported by the advertiser himself,



At First Glance the Atwater Kent Radio Newspaper Illustrations Appear to Be Made from Photographs But Actually They Are Wash Drawings

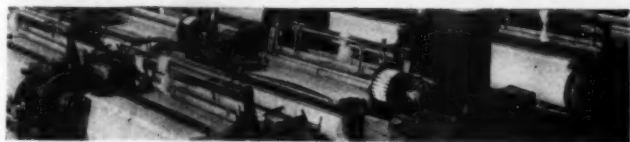
namely, "surrounding areas of white space assist in segregating your own display from all surrounding matter of a competitive character," is more generally recognized today, and put to work. Regardless of the excellence of illustration and engraving, the advertisement must not run to the very outer limits of space.

13. The composition of the entire display is of far greater sig-

num-
ues is
exists,
known
o plan
ot al-
sup-
self,



WE'RE HITTING OUR STRIDE



A COTTON machinery manufacturer reports an encouraging amount of unfilled orders . . . a builder of hosiery machinery can't promise deliveries before well into 1930 . . . the Department of Commerce reports operations in the cotton manufacturing field to be the highest since statistics were started in 1922—111% of single shift capacity . . . unfilled orders of cotton goods exceed stocks on hand by 30%.

Thus, the current textile tempo. There is no doubt about it—the Textile Industry is putting its house in order.

Sales authorities agree that the time to step on the accelerator is when the industrial activity curve definitely turns upward. So here is the time you have been watching for in the Textile Industry—now at hand.

Let us discuss with you the opportunity ahead in terms of your own product and sales problem.

Textile World



Largest net paid circulation in the textile field



BRAGDON, LORD & NAGLE

Division of McGraw-Hill Publishing Co.

TENTH AVE., at 36TH ST., NEW YORK

Northwest



This Book Tells All

GET all the facts and figures! Acquire an intimate knowledge of the great resources and tremendous buying power of the smaller cities of the Northwest and the rich agricultural areas that surround them. This book supplies a complete survey of local conditions and retail outlets.

Send for Your Copy Today

Northwest Daily Press Association

7
Ba
MI
MI
Alb
Aus
Ren
Bra
Cro
Dul
Fal
Far
Fer
Hib
Litt
Man

Pa

Market Data

Each Dot on This Map is a Sales Opportunity for You



75% of the people of the Northwest reside in the smaller cities and on the farms. The people demand and the dealers push the merchandise that is advertised in the local newspapers. Back up your retailers in these markets with local newspaper advertising.

MEMBERS OF THE NORTHWEST DAILY PRESS ASSOCIATION

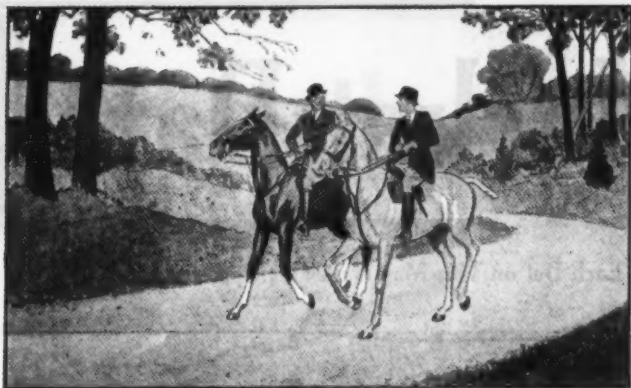
MINNESOTA

Albert Lea Tribune
Austin Herald
Brainerd Pioneer
Crookston Times
Duluth Herald
Fairmont Sentinel
Faribault News
Fergus Falls Journal
Hibbing Tribune
Little Falls Transcript
Mankato Free Press

Owatonna Peoples Press
Red Wing Republican
Rochester Post-Bulletin
St. Cloud Times
South St. Paul Reporter
Virginia Enterprise
Willmar Tribune
Winona Republican Herald
NORTH DAKOTA
Devils Lake Journal
Fargo Forum
Grand Forks Herald
Mandan Pioneer

Minot News
Valley City Times Record
SOUTH DAKOTA
Aberdeen American-News
Huron Huronite
Rapid City Journal
Watertown Public Opinion
WISCONSIN
Eau Claire Leader Telegram
LaCrosse Tribune
Superior Telegram
Chippewa Herald-Telegram

Palace Building, Minneapolis, Minn.



The Illustrations for Canada Dry Newspaper Advertising Are a Compromise Between the Full Shade Technique of the Photograph and a Conventional Wash Drawing

nificance than the originality of art technique.

14. Some art techniques were never meant for newspaper reproduction and it is futile to attempt to use them in campaigns of this character. Why force the issue, when veterans in the business will tell you that "it can't be done"?

15. Always have the first engraver's proofs made on newspaper stock, not on glazed paper. Know the truth before the advertisement is run.

16. It is seldom safe or advisable to take an illustration either for line or for halftone reproduction that has been prepared primarily for magazine use, and engrave it, as it stands, for your newspaper effort. It is poor economy. This does not mean that an experienced artist will not find it possible to work over, strengthen and simplify such originals, and provide contrasts essential to safe newspaper plates.

17. The tendency, in newspaper advertising, is to put too much into the space. Outstandingly successful campaigns will be found to be quite simple, quite uninvolved, and with a minimum amount of detail. "Close-up" studies are preferable to long-range "shots".

18. Where the campaign calls

for separate sizes and reductions from one original drawing, watch closely that such originals will "stand" the smaller sizes. Thus, if the artist makes a pen or a dry brush illustration for use in four-column size, it is unfair to attempt to reduce the same original for two-column space. Yet this is often done, where a schedule is diversified.

19. For the national newspaper campaign, line cuts, from the various types of originals, are usually best. You can be definitely certain in advance that they will print well through the entire list, from one end of the United States to the other. You cannot be sure of the halftone.

Here we have a singularly complete and simple list of instructions. The majority of them are familiar to veteran users of newspaper space, although, year after year, advertisers seem perplexed and undecided.

Large advertisers are making use of these noticeably successful mediums.

The Canadian National Railway series in newspapers should be referred to. Scenic compositions are drawn in absolute outline, with a few well-placed solid blacks. Then one or more Ben Day tints

They don't always sleep

in club windows

There are about 150,000 of these "upper crust" club members who know **TOWN & COUNTRY** is to be found in the club library.

They are seasoned members of Society...a little bored, a little spoilt...They despise telephoning and dispense with all the pages of the daily newspaper but two...They never write letters and their valets tear up three-fourths of their incoming mail...They consider these things ruffling complications in an otherwise ironed-out life.

Why do they read **TOWN & COUNTRY**?

In five minutes they can see snapshots of their male kin in between chukkers at Meadowbrook...They are reminded that their guns and rods are showing signs of too faithful an acquaintance with Scotch Augusts...They remember that their families need some simple little duplex pled-à-terre for occasional summer shopping jaunts...**TOWN & COUNTRY** is a necessary chapter to the rounded out life of these people who pride themselves upon being "in the know"

SINCE 1925 TOWN & COUNTRY
has published in excess of a million
lines of advertising **ANNUALLY**
▶ over 1600 pages ◀

Yes

Thank You

It's True

People's Popular
Monthly
is coming along
in
Great Shape

are employed as fillers. The illustrations are clean, inviting and atmospheric. The secret here is to employ Ben Day as one of the "pigments" and not as an added, extra measure ingredient.

Atwater Kent radio newspaper illustrations bring a comparatively new note. And they print beautifully, although in halftone. Photographs of people playing various musical instruments are made and

jected at the last moment. The pen outline is the safeguard and at the same time introduces an interesting note as regards newspaper technique.

The new Chesterfield series has interested many critics and perplexed those who have attempted the same thing. Groups of figures are vignettted, in halftone. The originals have been drawn in pencil, charcoal and wash by an ex-



While Vignetting Is Usually Dangerous for Newspaper Reproduction, the Chesterfield Cigarette Illustrations Are Sharp and Clearly Defined and the Customary Hazards Therefore Overcome

the artist uses these as his guide. He retains, in wash, all the authenticity and realism of the camera, but simplifies the technique. There is a light gray, a dark gray, black and white. Whites are cut out on the plate. A coarse screen does very little harm to the originals. At first glance it might be thought that they were made direct from photographs, but closer inspection discloses this shrewd process.

Canada Dry illustrations are decorative on newspaper stock, and are a compromise between the full shade technique of the photograph and a regulation, conventional wash original. This is done by first outlining the subject in pen and ink. Next come the blacks, and finally a guarded amount of flat tone wash is in-

pert who knows just how far to go. Highlight halftones mean whites that are really white. Very little shading is done on faces, and here is the danger zone, by the way.

While vignetting is usually looked upon as taboo, in this instance stop-offs of tone are sharp and clearly defined and the customary hazard is therefore overcome.

In an Edison Shops campaign in Boston newspapers, a wood-cut style has been approximated and with charming results. Lines are set in such a manner that they never fill in and contrast is always in evidence. The wood-cut technique may be looked upon as almost invincible, when the reduction is not too great.

An Analysis of Some 1928 News- paper Appropriations

Bureau of Advertising of American Newspaper Publishers Association
Reports on Its Study of National Advertising Expenditures

A SUMMARY of national newspaper advertising expenditures for 1928, by major classifications, has been prepared by the Bureau of Advertising of the American Newspaper Publishers Association. The summary includes estimates of expenditures for newspaper advertising of 411 national advertisers.

The total sum of money involved is \$165,983,000. This sum, as covered in the compilation, it is stated, represents approximately 70 per cent of the estimated total volume of \$230,000,000 spent in newspaper advertising by national advertisers for the year.

The survey of the bureau for 1928 strikes a high-water mark in the number of appropriations estimated. When the first survey was made covering activities in 1923, there were listed but sixty-two advertisers. The list has grown each year until, in 1927, 353 concerns were listed as compared with 411 recorded for 1928.

Thirty-three group classifications are made in reporting the figures for 1928. In reading the number of companies represented in each classification, it is important to bear in mind the fact that the number given does not include all the leading users of national newspaper advertising in that classification but represents those advertisers whose expenditures have been estimated by the bureau. No companies spending less than \$50,000 during the year were included.

The classifications and expenditures reported for 1928 follow:

Automobiles and Trucks, 33 companies spent.....	\$49,785,000
Automotive Accessories, 5 companies spent.....	750,000
Gasolines and Motor Oils, 17 companies spent.....	6,050,000
Automobile Tires, 10 companies spent.....	4,245,000
Building Materials, 5 companies spent.....	1,340,000
Plumbing & Heating Sup- plies, 4 companies spent	700,000

Paints & Hardware, 8 companies spent.....	\$1,015,000
Druggists Sundries, 21 companies spent.....	5,205,000
Toilet Goods, 33 companies spent.....	11,990,000
Financial, 8 companies spent.....	1,575,000
Insurance, 7 companies spent.....	670,000
Candy & Gum, 3 companies spent.....	420,000
Foods, 74 companies spent	18,325,000
Soaps & Cleaners, 14 companies spent....	6,240,000
Soft Drinks, 8 companies spent.....	2,210,000
Miscellaneous Grocery Products, 4 companies spent	658,000
Electrical Appliances, 16 companies spent.....	7,685,000
Furniture & Furnishings, 9 companies spent.....	2,200,000
Jewelry & Silverware, 2 companies spent.....	250,000
Office Appliances, 6 companies spent.....	1,055,000
Publishers, 7 companies spent.....	1,660,000
Radios & Phonographs, 17 companies spent....	8,875,000
Radio Accessories, 7 companies spent.....	1,118,000
Sporting Goods, 3 companies spent.....	415,000
Tobacco, 17 companies spent....	16,345,000
Community, 3 community adv spent	425,000
Hotels, 2 companies spent	150,000
Motion Picture, 2 companies spent.....	850,000
Railroads, 24 companies spent.....	6,025,000
Steamships, 15 companies spent.....	2,405,000
Clothing, 16 companies spent.....	3,190,000
Shoes, 4 companies spent..	910,000
Miscellaneous, 7 companies spent.....	1,255,000
Total.....	\$165,983,000

The bureau reports that data on the 1927 newspaper advertising expenditures of all the companies included in the above summary are not available. However, it is possible to make comparisons between expenditures of those companies whose appropriations were estimated for both years.

Among the groups showing an increase for 1928 over 1927 appropriations, automobile and truck companies take the lead. This group of twenty-five manufac-



The Largest Issue in our History

WITH the April issue **THE PROGRESSIVE GROCER** establishes a new high record for advertising volume.

Advertisers have invested more money in this issue than in any other we have ever published—

more in the first four months than in any similar period—

and more by far than in any issue of any grocery publication in the history of the grocery business.

BUTTERICK TRADE
DIVISION

79 MADISON AVENUE

NEW YORK CITY

turers spent \$41,600,000 in 1928 as against \$25,785,000 in 1927. In the food group, forty-three companies spent \$15,225,000 as against \$12,655,000 in 1927.

Despite the falling off of advertising activities on the part of cigarette advertisers during the year, there was little loss reflected in the total appropriations estimated for both years, in the tobacco group, for which \$16,600,000 is reported in 1928 against \$16,550,000 in 1927.

Other groups showing increases in the companies covered during 1928 over 1927 are gasoline and motor oils, tires, building materials, plumbing and heating supplies, paints and hardware, toilet goods, insurance, foods, soaps and cleansers, electrical appliances, furniture and furnishings, office appliances, radio, tobacco, railroads, steamships, and wearing apparel.

A list has been compiled of group expenditures for those companies covered by bureau estimates during both 1927 and 1928. These comparable expenditures have been so grouped as to throw light on the advertising trend in various classifications. The list follows:

	1927	1928
Automobiles and Trucks, 25 companies spent	\$25,785,000	\$41,600,000
Automotive Accessories, 4 companies spent	1,345,000	1,215,000
Gasolines & Motor Oils, 17 companies spent	5,284,000	6,050,000
Tires, 8 companies spent	3,325,000	3,910,000
Building Materials, 5 companies spent	795,000	1,340,000
Plumbing and Heating Supplies, 4 companies spent	535,000	700,000
Paints & Hardware, 5 companies spent	510,000	585,000
Druggists' Sundries, 11 companies spent	3,060,000	2,630,000
Toilet Goods, 21 companies spent	8,285,000	8,715,000
Financial, 5 companies	1,850,000	1,140,000
Insurance, 2 companies spent	235,000	260,000

	1927	1928
Foods, 43 companies spent..	\$12,655,000	\$15,225,000
Soaps & Cleansers, 9 companies spent..	3,950,000	5,605,000
Soft Drinks, 5 companies spent	2,000,000	1,810,000
Electrical Appliances, 12 companies spent	7,000,000	7,285,000
Furniture and Furnishings, 7 companies spent	1,790,000	1,900,000
Office Appliances, 4 companies spent	850,000	875,000
Radios & Phonographs, 13 companies spent	4,555,000	6,665,000
Radio Accessories, 6 companies spent	1,075,000	1,043,000
Tobacco, 16 companies spent	16,550,000	16,600,000
Railroads, 21 companies spent	5,335,000	5,770,000
Steamships, 12 companies spent	1,705,000	2,055,000
Wearing Apparel, 12 companies spent	2,415,000	2,605,000

Information on the estimated newspaper appropriations of individual advertisers has been prepared by the bureau. While these figures are not available for general publication, it is understood that they will be furnished to non-members of the bureau upon request.

The bureau, however, has released for publication a list of those advertisers whose 1928 appropriations show an increase over 1927. A number of appropriations estimated for 1928 are unchanged from 1927. The list of those having increased appropriations follows:

Associated Oil Co.
 American Safety Razor Corp.
 Anheuser-Busch, Inc.
 Aluminum Cooking Utensil Co.
 *American Bosch Magneto Corp.
 F. A. D. Andrea, Inc.
 Atwater Kent Mfg. Co.
 All Year Club of Southern Calif.
 Atchison, Topeka & Santa Fe R. R.
 *Buick Motor Car Co.
 Bank of Italy
 Borden Co.
 Bohn Refrigerator Co.
 Butterick Pub. Co.
 Brunswick-Balke-Collender Co.
 Consolidated Cigar Corp.
 Chicago, Rock Island & Pacific R.R.
 (Continued on page 161)



“You should a-SEEN it!”

“And then from nowhere appeared a black spot—the Gloucester Eagle. He folded his wings and fell. Mr. Hawk see him a-coming and dropped the fish, and Mr. Eagle—he swerved and caught Mr. Bass afore he hit the water. I wish you'd a-seen it!”

When we talk like human beings, our first impulse is to say, “Have you seen?” People like to see as well as hear. Advertisers accordingly illustrate their newspaper and magazine copy.

And now their sales letters too!

The product—its uses—advantages are pictured right in the letter and sent as fast as planes can fly or trains travel.

For in Two-Text were combined for the first time a paper with the bond look and feel for the written message with a coated surface inside on which can be printed fine screen halftones. It is stocked by leading paper houses everywhere. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT
ILLUSTRATED LETTER PAPER

BOND for the LETTER SIDE — COATED for the ILLUSTRATED SIDE



LONG ago, Procter & Gamble discovered advertising's Fountain of Youth. For almost 50 years Ivory Soap has been advertised—each year with a fresh viewpoint. You advertisers who tear your hair over the problem of keeping your



then honor day

copy perpetually youthful ponder *that*—advertising *soap* for a half century and still preserving the bloom of youth!

And so too in merchandising. P. & G. has always been in the front ranks of our most energetic merchandisers. What is more, its executives have realized that modern merchandising's greatest obstacle is ignorance of modern merchandising methods. Therefore, the P. & G. executives whose titles are listed below contributed information used in many of the 20-odd* references to this organization published in the *Printers' Ink Publications* during the last 10 years:—

President
Vice President
Advertising Manager
Sales Research Manager

Back in 1880, the Ivory Soap appropriation was some \$10,000. There have been few years since then

tha
eve
app
ver
had
Th

On
sp
of
th
T

P
P
18

★

Brief visits with
famous merchandisers.
Number 9 of a Series

For the gayest adventure

that it has not increased every 12 months. As the appropriation grew, the advertising problems P. & G. had to solve also expanded. The titles which follow—

selected from articles referring to P. & G. published in *Printers' Ink* and *Printers' Ink Monthly*—indicate what some of these problems were:—

Visualizing the Consumer Test
Putting Local Color in Newspaper Copy
Reality or Imagination in Testimonial Copy?
Remind Them—The Supreme Law of Advertising
Checking Up on Data Secured by Mail Questionnaires
Copy That Teaches Retailers the Principle of Turnover
Giving Dealers a Short Course in Window Display
How P. & G. Advertise Their Family of Products?
Does Advertising Take the Place of Salesmen?
An Idea Plus Romance as a Copy Formula
Bringing Back an Advertising Character

One way to preserve the sparkingly fresh outlook of youth is to hunt outside the organization for ideas. That is why eight sub-

scriptions to *Printers' Ink Weekly* and four subscriptions to *Printers' Ink Monthly* have been entered by Procter & Gamble.



PRINTERS' INK PUBLICATIONS

185 Madison Ave., N. Y.

★ A list of these references will gladly be sent on request. The list furnishes the titles of the articles and the dates of issues and page numbers on which they will be found.




429

Exclusive Advertisers In 1928!

296 National Advertisers and 133 Local Advertisers Used the DISPATCH-PIONEER PRESS *Exclusively* to Cover the St. Paul Market in 1928.

Exclusive Advertisers—1928

NATIONAL




Dispatch-Pioneer Press—296



News—51

LOCAL



Dispatch-Pioneer Press—133



News—26

St. Paul Dispatch-Pioneer Press

O'MARA AND ORMSBEE, INC.

General Advertising Representatives.

Los Angeles, San Francisco, New York, Chicago, Detroit.

*Chevrolet Motor Co.
 *Chrysler Sales Corp.
 Celotex Co.
 Consolidated Shingle Mills, Ltd. of
 British Columbia
 Carleton & Hovey Co.
 Coty, Inc.
 Continental & Commercial Natl.
 Bank (Chicago)
 Carnation Milk Products Co.
 Crosse & Blackwell, Inc.
 Carbons Products Co.
 Cudahy Packing Co.
 Columbia Phonograph Co.
 Chicago, Great Western R. R.
 Chicago, Milwaukee, St. Paul &
 Pacific R. R.
 Chicago & Northwestern R. R. Co.
 Canada Steamship Lines
 Cunard S. S. Co.
 Cohen, Goldman & Co.
 Dearborn Supply Co.
 Dollar Steamship Line & American
 Mail
 *Edison Electrical Appliance Co.
 Falcon Motors Corp.
 Ford Motor Co.
 Franklin Automobile Co.
 W. P. Fuller Co.
 Forhan Co.
 Frigidaire Corp.
 Federal Brandes, Inc.
 *Chas. Freshman Co.
 Gardner Motor Car Co.
 General Motors Corp. (Institutional)
 General Petroleum Co.
 Gulf Refining Co.
 *General Tire & Rubber Co.
 *B. F. Goodrich Rubber Co.
 D. Ghiradelli Co.
 Gorton-Pew Fisheries Co., Ltd.
 Charles Gulden, Inc.
 *General Electric Co.
 A. C. Gilbert Co.
 General Cigar Co.
 Great Northern Ry. Co.
 *Hudson-Essex Co.
 *Hupp Motor Car Corp.
 Holland Furnace Co.
 Houbigant, Inc.
 H. J. Heinz Co.
 Hills Bros. Co.
 Haag Bros. Co.
 Hart, Schaffner & Marx
 International Mercantile Marine Co.
 Kolynos Co.
 Kellogg Switchboard & Radio
 Julius Kayser & Co.
 Kops Bros., Inc.
 B. Kuppenheimer & Co.
 Los Angeles Steamship Co.
 Lambert Pharmacal Co.
 Lehn & Fink Products Co.
 Long Island Duck Growers' Assn.
 Lever Bros. Co.
 I. Lewis Cigar Co.
 F. Lorillard Co.
 Lampport & Holt Line
 Marmon Motor Car Co.
 Maybelline Co.
 M. J. B. Co.
 Macfadden Publications
 Missouri, Kansas & Texas R. R.
 Missouri Pacific Lines
 Northwestern Yeast Co.
 Nachmann Spring-Filled Co.
 National Carbon Co.
 New York Central Lines
 *Oakland Motor Car Co.
 *Olds Motor Works
 O'Cedar Corp.
 Peerless Motor Car Co.
 Pierce-Arrow Motor Car Co.

Pan-American Petroleum Co.
 The Pennzoil Co.
 Portland Cement Assn.
 Petroleum Heat & Power Co.
 Paraffine Companies, Inc.
 Pittsburgh Plate Glass Co.
 Ponds Extract Co.
 Prudential Ins. Co. of America
 Postum Co., Inc.
 Puritan Malt Extract Co.
 Parker Pen Co.
 Faramount Famous Lasky Corp.
 Pennsylvania R. R. Co.
 Reo Motor Car Co.
 Ralston Purina Co.
 Radio Corporation of America
 E. Regensburg & Sons
 Shell Co. of California.
 Sinclair Refining Co.
 Sun Oil Co.
 Samson Tire & Rubber Co.
 Shredded Wheat Co.
 Syracuse Washing Machine Co.
 Scholl Mfg. Co.
 Simmons Co.
 Texas Co.
 Tidewater Oil Sales Corp.
 Toddy, Inc.
 United Fruit Co.
 U. S. Tobacco Co.
 Velie Motor Corp.
 Val Blatz Brewing Co.
 Victor Talking Machine Co.
 *Willys-Overland, Inc.
 Washburn-Crosby Co.
 L. E. Waterman & Co.
 Warner Bros. Pictures, Inc.
 Wabash Ry. Co.
 *Zenith Radio Corp.

*Includes dealer co-operative Advertising.

S. J. Scott with "Retail Merchants' Review"

S. J. Scott, formerly Western manager of *The Haberdasher and the Clothier and Furnisher* and *The Manufacturing Clothier*, both of New York, has been appointed New York representative of the *Retail Merchants' Review*, Kansas City, Mo.

Shirt Account to Marx, Flarsheim Agency

The Ebroclo Shirt Company, Greensboro, N. C., has appointed the New York office of The Marx-Flarsheim Company, Cincinnati advertising agency, to direct its advertising account.

Kenneth Wieda Joins Advertising Counsellors

Kenneth Wieda has joined Advertising Counsellors, Inc., Philadelphia advertising agency. He will take charge of that agency's Reading, Pa., office.

C. A. Smyth Joins Boston Agency

C. A. Smyth, formerly engaged in advertising agency work at Cleveland, has joined the staff of The Greenleaf Company, Boston advertising agency.

Conduct Your Foreign Advertising on the American Plan

That Means Giving Foreign Distributors the Same Prompt, Up-to-Date Help That Makes for Successful Sales Building at Home

By David Leslie Brown

IN export advertising, naturally, we are dealing with the world, and the world is a big jig-saw puzzle; much of everything in every single piece of it is different from everything in every other piece or political and geographical unit. Even on the map the different countries are shown in different colors, just to designate, among other things, that they are different.

Customs, habits, modes of expression, manner of dressing, even ways of eating, thinking and acting differ with every degree of latitude and longitude. Of course you all know that. Naturally, ways of doing business in the various countries differ also; and the big job of the man or firm interested in export advertising is to find out the common denominators of all the races and peoples the world over and try to base the appeal on those fundamentals that are recognized everywhere as such.

Can it be done? Of course it can—it has to be done. It has been done—is being done every day in the week by progressive American firms. Not to get lost in the maze of mind—and patience-destroying intricacies and details in another big job at hand—to cleave straight through to the secret of success by adopting and following a consis-

tent policy, as have done such firms as General Motors, Chrysler, Goodyear, Wrigley, Lux, Lucky Strikes and numerous others, everywhere.

One of these fundamentals is aiding the distributor, big or little, exclusive or one of many. Not "first aid" only, but aid all the time.

AS former European business manager of The Goodyear Tire & Rubber Export Company, Mr. Brown has spent much of the last two years calling upon distributors in seventeen countries. When asking him to address the National Foreign Trade Council, O. K. Davis, secretary, said to him: "Tell them all about the distributors and what should be done for them. You have been living with a lot of them lately."

Mr. Brown did so at the annual convention which is being held this week at Baltimore. His remarks offer some pertinent answers to the why, when and how of advertising to aid foreign distributors.

Aid him because by doing so you are aiding your own business. Get it out of your head that by supplying him with samples, direct matter, signs and so forth, or sticking his name on a piece of newspaper copy, you are doing him a favor. You're not—you're doing yourself one. Give the distributors this help wholeheartedly, not grudgingly.

We all know distributors as a rule can ask for plenty—in the way of rebates, special deals, more discounts,

still more discounts, freight concessions, credit extensions beyond what seem to be reasonable; they are charter members of the Ask-for-It Club, these foreign distributors, and they don't always expect to get all they ask for. But in the name of common-sense, and for the sake of good business, give very earnest consideration to their requests for advertising in the press and other advertising helps; they know they need it, you know they need it, you know you need it. Supply liberally for your foreign advertising needs, for advertising abroad pays, if

From an address made this week at Baltimore before the Sixteenth National Foreign Trade Convention.



THE INDOLENT RICH



THE OVERWORKED POOR



THE CLINGING VINE TYPE



The CREATIVE TYPE



. only 4 magazines
 in the U.S.
 have ever been able to build up a circulation
 of over a million
 without the aid of fiction
 National Geographic
 Better Homes & Gardens
 Literary Digest
 NEEDLECRAFT—the Magazine of HOME ARTS
 and NEEDLECRAFT is the only one of the 4
 read exclusively by 1,000,000 women of the CREATIVE TYPE

anything, better than over here.

I mean good advertising, carefully thought out, *on the American plan*, adapted to individual requirements of various peoples, but fundamentally the same as to illustration, layout and copy plan, presentation of product or service, and so forth.

When I say on the American plan, I mean just that. One thing that has struck me in traveling around, as it probably has many of you, too, is the steady sweep of foreign markets by those American products that are consistently advertised much as it is done over here. Take Europe, for example. We know that they produce some things better than we do; perfumes in France, for instance, certain kinds of glassware in Italy and Czecho-Slovakia, certain linens in Ireland, and we buy their products liberally here in the United States.

They know, however, that we on the other hand produce many other things better than they can. Automobiles and tires—just to mention a few—sewing machines, typewriters, adding machines, fountain pens, cigarettes. Yes, and soap. The biggest selling brand of soap even in France, I am fairly certain, is an American brand today.

But advertising, American plan, has made them know this. They have better art maybe over there, more history, more of the *finesse* or *savoir vivre*, but less of the comforts of life, the real aids to living, than we—and they are now wanting these, badly, eagerly. Let them have their past; we'll take care of the future, and cash in on it as well as the present.

They are trying to imitate our advertising, but not succeeding any better than trying to make up American-type jazz, or trying to play it. If you've danced to European orchestras, you know what I mean.

Even in Austria the Government monopoly of tobaccos has put out two brands of cigarettes featuring what they call "the American taste." But you wouldn't walk half a block for them, except that you have to or go smokeless.

Help your foreign distributors

in a whole-hearted way, an American way, too. If your appropriation here is 3 per cent of your net sales, don't try to see if you cannot get your percentage down to one point seventy-six in your distributor's country, and think this is slick. It's foolish. And harming yourself more than the hard-working distributor. Treat your distributors like human beings, not as if they were crooks, trying to "get something out of you," to which they are not entitled. Don't expect them to get along with a scant supply of advertising helps, or obsolete stuff that fills your stock rooms here. Do some American advertisers or exporters do this? Most assuredly they do—I've come in personal contact with cases.

Give your foreign distributors the best you have, the newest material. Give them something special when they ask for it, if your appropriation permits and your advertising department, agency, or export department approves it. Give them the most you can afford, not the least.

Treat Them Like Partners

Treat them, I say, like your esteemed and trusted business partners. Once you sign up with them, have confidence in them, work with them to show them the better way of getting business and still more business as you have found out from your domestic experience or whatever successful foreign experience you may have had already; but don't feel that when they appeal to you for a larger advertising allowance or more advertising on your part, they are trying to pull your leg. If you feel that way about certain distributors, fire them and get new ones. But to continue haggling and quibbling over a period of months or years with some agent or dealer who makes a lot of suggestions, some of which may be sane and good but cost a little money, gets neither him nor you anywhere.

If you can afford representatives, or an occasional home-office visit abroad from some level-headed person in your organization,

5 statements you CAN'T DENY about Peabody School Book Covers



A CHALLENGE to every advertiser and advertising agent! When you have read the series of five advertisements, of which this is the first, you will have to agree that no other medium can equal School Book Covers on any one or all of these points:

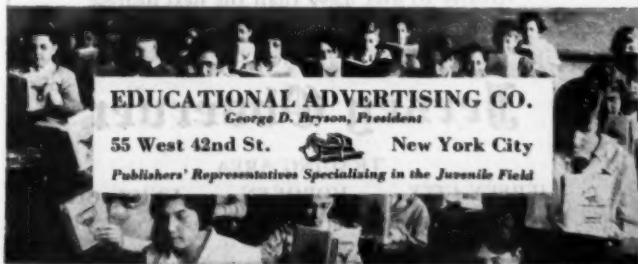
1. Complete Coverage
(See below)
2. Exclusive Coverage
3. Dealer Effect
4. No Duplication
5. Lowest Rates

Complete Coverage

SCHOOL Book Covers are the only means by which an advertiser can reach constantly *every* school child in a community. Covers are put on all the books when school opens in September—stay on until the following June—every school child uses these books every day. Place your message on School Book Covers for complete coverage of every home where there is a child!

Peabody School Book Covers possess the absolute essential of successful school book cover circulation: they receive the whole-hearted support of educators everywhere because they are endorsed and distributed by the Alumni Association of a great educational institution, George Peabody College for Teachers, Nashville, Tenn.

If you want the complete story now, don't wait for the other four ads. Write today!



EDUCATIONAL ADVERTISING CO.
George D. Bryson, President
 55 West 42nd St.  New York City
Publishers' Representatives Specializing in the Juvenile Field

Is this "Just a Hoboken paper"?

Jersey Observer

In January, 1929:

Jersey City Auto Show issue
more auto advertising than the
paper in Jersey City

In March, 1929:

Union City Auto Show issue
more auto advertising than the
paper in Union City

In 1928

Published more—by far—auto
advertising than any other paper
in Hudson County, N. J.

CIRCULATION—*45,810 A.B.C.
—and nearly 100% home deliv-
ered, too.

*Greater by over 3,000 than the next nearest
—and at the same rate!

Jersey Observer

TRADING AREA

JERSEY CITY HOBOKEN UNION CITY
and five North Hudson towns

by all means use such to check up on the worth of foreign distributors' suggestions from time to time; but meanwhile, be diplomatic and broad-minded, and give these hard-working distributors the benefit of the doubt occasionally. They have their money invested in the business, too, and while it may not be as much as you have, relatively it is just as important to them.

Most of them when they signed their contracts with American firms signed away almost all their own rights anyway.

Make your individual country appropriations definite. And then go ahead and spend them; don't try to shave them down every time there is a flood in Europe somewhere, or the ice forms over the Rhine, or the wheat gets rusty in the Argentine, or the domestic demands call for the bulk of the production, temporarily.

Have a clear understanding with the distributors as to how the appropriation is to be spent, who is to prepare the copy, who is to select the mediums, who is to pay the bills, and how the factory's part of the advertising expense is to be re-paid to the agent. That is very important. Don't keep the distributor waiting for months for the rebate of the money he has actually paid out at your demand. His money is valuable to him. Probably, as in many European countries, he has to pay 12 per cent to as high as 18 per cent for his loans. It isn't fair to keep him waiting for his money while some clerk in your organization, or some detached department, forgets to check up on a voucher or wants to write back for more information regarding some questionable expenditure of \$16 that doesn't seem to tie in with the original plan. Writing back and forth takes a month at least, oftentimes more. And if he spends cash on your behalf, and wants cash paid back, send him a check. Don't insist on sending him a merchandise credit just because that strikes you as a wonderful way of trimming the advertising percentage down from 4 per cent to $3\frac{1}{4}$ per cent.

If your P & L looks sick, look

for remedies in other savings, but not in the advertising budget if you intend to stay in the export business.

Never let your corporate red tape interfere with the common sense development of your business abroad.

Lots of distributors lose confidence in the firm they signed up with, and go half-heartedly after business because of lack of clear understanding about this advertising question. Have it all neatly and properly outlined at the start, and there'll be little trouble as the program is carried out.

How many finely conceived campaigns for introducing a new American product in a foreign market go awry because the salesman at the first meeting merely says, when the question of advertising is brought up, "Oh, we'll look after that OK. You'll get plenty of help." And then the salesman goes merrily on his way to some other country or province, and nobody from the home office visits that poor distributor for another six months or a year; meanwhile he is left to stew up his own crude ideas of sales promotion or press publicity, spend some of his own usually small capital, because the home office doesn't know what the salesman promised, and hence does nothing, or else just does nothing from force of habit.

Answer Letters Promptly

A word about answering the distributor's correspondence on advertising is appropriate here. There's often a tendency to neglect such; but as a matter of fact the letters on advertising are just as important as the sales letters or the shipment notices, and those the distributor takes the trouble to write should be answered or at least acknowledged within twenty-four hours. Courtesy requires that sort of action, if nothing else.

I saw in a Jugo-Slavian town an exclusive distributor for a big American house who had not received a single piece of advertising material, signs or printed matter about a new product that had been out eight months, entirely changed



**"If you want
the cream of
British business
at home and
abroad, you
must ask for it
in
'Punch'**

**Other papers
have some of
the best buyers
in the Empire
for readers. But
PUNCH has all
of them."**

THOMAS RUSSELL

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, E.C. 4, ENG.



as to appearance, vastly improved. The agent was struggling along with a few obsolete signs and booklets of the old product, while the sales department at home was raising hell about the poor percentage of volume increase in that country. He was unable to combat the advertising force of other and similar products, also improved by competitors, but backed up with up-to-the-minute display material.

Another thing—in figuring advertising appropriations for the assistance of the dealer or distributor, it is not only wise but absolutely necessary to figure in the cost of duties, freight or express charges, changes in art work, imprinting of names, etc. Otherwise there is certain to be argument or quibbling, which hurts confidence and proper co-operation. If you include in an individual country appropriation the cost of the material shipped out from this country to distributors, let them know it. Otherwise they may not appreciate it, or will think your visible appropriation is stingy, not knowing how you divide it up. Again I say, that in the long run you never lose by taking your distributors into your confidence.

New Accounts for Chambers Agency

The advertising accounts of the following companies, all of Louisville, Ky., have been placed with the Louisville, Ky., office of The Chambers Agency, Inc.: Ballard & Ballard, millers of Ballard's Obelisk flour, Pancake Flour and Biscuit Flour; Emmart Packing Company, packer of Emmart's Magnolia Bacon and Hams; Gray-Von Allmen Sanitary Milk Company, maker of Swiss Brand Butter, and A. Engelhard & Sons Company, roasters and packers of Engelhard's Coffee.

Joins Rockford, Ill., "Daily Republic"

C. H. Greene, for three years in charge of promotion and special service for the Seattle *Post-Intelligencer* and, formerly with the Daken Advertising Agency, of that city, has been appointed head of the copy and service department of the Rockford, Ill., *Daily Republic*.

Leaves Allied Paper Mills

Frank Mosteller has resigned as vice-president and general manager of the Allied Paper Mills, Kalamazoo, Mich.



Just try to *write* a description of this chair that will convey as much in a moment as the *Photograph* gives at a glance.....

THIS isn't a picture of a chair. It is a *photograph*. There's a world of difference! The people who will buy what you want to sell have faith in photography. To them a photograph is the *real thing*! Use photographs and build *believability*!

Get your copy
of this book!

Your local commercial photographer will give you your copy of "How to Use Photographs in Your Business"; or write National Advertising Headquarters, P. A. of A., 136 E. Market St., Indianapolis.



Good Copy

Building a copy plan is, in a way, like building a modern skyscraper.

A solid foundation of facts first. Steel frame of purpose next. Last, the appearance.

P. S.—Build in the right neighborhood.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

Goodyear Reports Net Sales and Profits

The Goodyear Tire & Rubber Company, Akron, Ohio, and subsidiaries, report net sales for the year ended December 31, 1928, of \$26,109,252, compared with \$23,590,315 for 1927. Cost of sales, including depreciation and charges, was \$24,151,808 for 1928, against \$20,798,328 for 1927.

Net income for 1928, after charges and income taxes, was reported at \$1,882,966, compared with \$2,103,432 for 1927.

New Account to Toledo Agency

The Sinclair-Cox Company, Cleveland, manufacturer of the VapoZone, a new air purifier, has appointed The Edwin A. Machen Company, Toledo advertising agency, to direct its advertising account.

Heywood Starter Corporation Appoints Foye Shumaker

Foye Shumaker has been appointed advertising manager of the Heywood Starter Corporation, Detroit, manufacturer of starters for airplanes, motor boats and motor trucks.

Casualty Companies Appoint Aubrey & Moore

The National Association of Mutual Casualty Companies, Chicago, has placed its advertising account with Aubrey & Moore, Inc., advertising agency of that city. Magazines will be used.

Radio Account to Toronto Agency

De Forest-Crosley, Ltd., Toronto, manufacturer of the De Forest-Crosley radio, has appointed The Baker Advertising Agency, Ltd., of that city, as advertising counsel.

Joins Marjorie Signer Agency

Miss Amy Vanderbilt, formerly assistant advertising manager of H. R. Mallinson & Company, New York, has joined Marjorie Signer, advertising agency of that city, as an account executive.

Cereal Account to Utica Agency

The Patent Cereals Company, Geneva, N. Y., has appointed Moser & Cotins, Utica, N. Y., advertising agency, to direct its advertising account.

Albert E. Hebert, formerly with Hahne and Company, Newark, N. J., and the New York Times, has started an advertising business under his own name at Plainfield, N. J.

The Editor of
THE CALL
is proud of his "graduates"

❧ ❧ ❧

It has been said that The San Francisco Call has developed more famous writers, artists and cartoonists than any other Pacific Coast newspaper.

Many of the most brilliant contemporaries of modern journalism owe their "discovery" to Fremont Older, who has directed the editorial policies of The Call for many years.

Older's genius and fearless leadership have created a reader-loyalty that is of inestimable value to advertisers—that has given The Call, in spite of its higher subscription price, the largest evening circulation in Northern California.



One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Associated Press and Audit Bureau of Circulations.

NEW YORK

Herbert W. Moloney
342 Madison Avenue

CHICAGO

John H. Lederer
326 West Madison Street

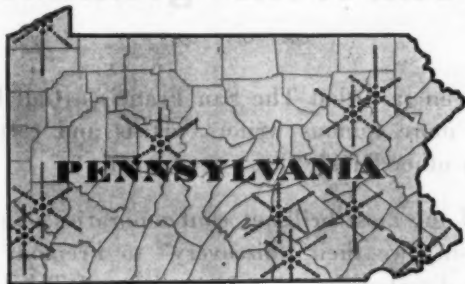
LOS ANGELES

Karl J. Shull
Transportation Bldg.

IN PENNSYLVANIA

for instance

A national advertiser directs more than 750,000 people to these 10 dealers and service stations . . . through Bell System Classified Telephone Directories



State by state, this same advertiser has matched the Bell Classified Directories with his dealer outlets

THE manufacturer of a nationally advertised office appliance has exclusive authorized dealers in ten Pennsylvania cities — centers of recognized trading areas. By the listing of his product, trade mark and dealers in the Bell System Classified Telephone Directories for these cities and their environs, they become a constant part of the "Where to Buy It" service in 765,677 homes and business establishments. These ten directories also serve 119 other surrounding communities.

A tire manufacturer has non-exclusive dealers in a far greater number of communities. The "Where to Buy It" feature in Classified Directories is applied just as exactly to his merchandising requirements.

In Pennsylvania alone, you can direct 1,075,025 potential buyers to your dealers and service stations, through the "Where to Buy It" feature

in the 33 Bell System Classified Telephone Directories which serve the state.

Pennsylvania is typical of the rest of the nation. In 20,000 cities and towns throughout the country — in 14,500,000 homes and business establishments — Bell System Classified Telephone Directories are ready to tell people *where* your product or service is for sale.

The "Where to Buy It" feature can be matched exactly to distribution requirements, national or sectional, urban or rural. Whatever your merchandising problems, *it can be used effectively to keep your product, trade mark and local dealers constantly before the buying public.*

For information telephone the Business Office of your local Bell company. Or write the Trade

Mark Service Manager, American Telephone and Telegraph Company, 195 Broadway, New York.



"WHERE TO BUY IT"

THE NEW SERVICE IN YOUR CLASSIFIED TELEPHONE DIRECTORY

Independent Druggists Pool and Charge for Their Windows

They See No Reason for Giving Their Window Space Gratis When the Chains Are Paid for Their Windows

By Magnus Bredenkbeek

Editor, "Drug Trade Weekly"

MANUFACTURERS selling through drug stores are already paying hundreds of thousands of dollars to the chain systems for use of their window space. Now it appears that this item of expense will rapidly mount even higher if the movement recently started in Monmouth County, New Jersey, by the independent druggists of that coast resort district is successful and spreads throughout the nation.

Numerous movements are already under way to sew up the window facilities for display. One concern is signing up druggists under a plan which enables it to control those windows it contracts for and use them for certain products only. Another concern, much along the lines of the Rexall system, can offer a manufacturer the display facilities of thousands of co-operative drug store windows. But the movement in Monmouth County seems to be the first definite one undertaken by independent druggists themselves to capitalize their windows.

What has put the store window into the ranks of big business? The answer is simple enough: The chain-store system.

When chain stores began to make big deals and buy in large quantities in order to get larger discounts, they knew they would have to sell those large quantities

thus bought. In order to sell, they must promote sales. To promote sales they must have displays. To display they must turn to the natural and obvious channels of the store windows they controlled in their chain systems and back up these window displays with interior displays.

At first they did not make demands for such displays in their windows, but as time rolled on the value of their windows became more and more manifest to the chains and to manufacturers as well. Consequently, when later deals were made the chains decided that they were entitled to ask payment for their windows, especially for simultaneous displays in all their stores.

Manufacturers bowed to the inevitable. They had

to—or lose the tremendous promotion thus given their wares. This, then, gave the chains not only compensation for their windows but a lead over their independent rivals who had not yet awakened to the fact that their windows were as valuable as the windows of the chain stores.

Gradually, the independents began to realize that they also ought to be paid for their window displays and this realization crystallized last year into demands on the manufacturers by individuals or small groups. They did not make much headway, however, until the co-operative movement began to

IT seems as though there will never be an end to the problems with which advertisers must contend. One of the newest arises as a result of the formation by a group of independent druggists of an organization through which they will sell their window space to advertisers.

Of course many of the chains have been selling their window space for years. And a number of the so-called voluntary chains are doing the same thing. But here we have a group of dealers banded together only as an associational group working on a charge-for-window-space program.

F

rom the
LAYOUT
to the finished
ILLUSTRATION
17

**artists cooperating up
 in the Pent House at
 18 East 48 Street to
 render a service to
 Advertising Agencies.**

**CARL MUELLER
 ANTHONY HANSEN
 DOROTHY SCHNELLOCK
 FRANZ FELIX
 JOHN HAMMER
 LESTER GREENWOOD
 RÉ MARC
 JOHN ROSENFELD
 JAMES A. WADDELL
 RICHARD CARR YOUNG
 WILLIAM E. FINK
 M. B. HELMER
 EDWIN W. BELL
 LOU NUSE
 STANLEY COOPER
 J. W. RASKOFF
 J. K. MURRAY**

Konor & Peters
New York City

spread and the small groups grew into large groups that could back their demands with the powerful argument of simultaneous display in so many windows.

And now, benefiting from the knowledge thus gained, the independent druggists of Monmouth County have joined forces in a movement which may spread considerably.

It all started at a meeting of the Monmouth County Pharmaceutical Association held at Asbury Park recently when William Joseph Korbonits, who conducts his own store at Mattison Avenue and Bond Street in that coast resort, propounded a plan whereby the Monmouth County independents could help the manufacturers while at the same time helping themselves.

"If we could all agree to a plan whereby we could offer a manufacturer simultaneous display in every independent drug store window in Monmouth County we could ask something for our windows just as the chain stores do," Mr. Korbonits told the members. The proposition was put to a vote and was carried with enthusiasm.

Mr. Korbonits was appointed superintendent of the county independents' windows with full power to make deals with manufacturers for simultaneous displays of wares for periods that might vary from a one-day drive to a week or longer, and for full window or half-window displays or other fractional divisions as the manufacturers might require.

Free Goods Lure the Independent Druggists

"For this," explained Mr. Korbonits in outlining the plan to me, "the druggists expect the manufacturers to give concessions either in free goods of the kind displayed or some other remuneration that will be commensurate with the deals they make with chain stores for their windows. We have neglected our opportunities too long. We have let the organized fellows get more than we have got. Now that we know we can co-operate and offer manufacturers as good and better than the chain stores can,

Do you want

PREFERRED POSITION

at no space cost whatsoever?

MISSOURI PACIFIC LINES
JANUARY
2

Permanent Advertising

Space that in the ordinary sense of the word is not for sale—the walls of your prospects' and customers' inner sanctorum—is now at your disposal. Why not put your advertising message there, where it will be read every day of the year?

Samples and prices are yours for the asking.

L. F. GRAMMES & SONS, INC.

New York

Allentown, Pa.

Chicago

600,000 WOMEN, Y.W.C.A. MEMBERS

are now planning

VACATION TOURS

and will need

VACATION SUPPLIES

Have you anything to interest women who spend from one month to ten weeks vacation with pay?

Write for plan of services of the Advertising Department of

The Womans Press

The official national magazine of the Young Womens Christian Association which reaches all the executives of the organization.

Address:

CLARA JANOUCH, Adv. Mgr.
600 Lexington Ave., N. Y. City

For a fresh note in
your mail advertis-
ing use our special
process of printing
in color on antique
paper. Medallion 4836



CURRIER & HARFORD
LTD - 460 W. 34th STREET, N. Y.
SELECTIVE ADVERTISING

we're out to put ourselves on the map. Our windows are more numerous in this county than the chains can boast. We believe we can offer the manufacturer greater service and we expect equal concessions when acting jointly which we could not expect when acting singly.

"Our Monmouth County pharmacists are having pictures taken of their store windows and are sending them to me, as superintendent, with the measurements of the windows. Equipped with this information, I am empowered to approach manufacturers who want simultaneous displays in Monmouth County and state the terms whereby we will guarantee them such simultaneous displays in all the independent drug store windows of the county. It doesn't matter to us if the manufacturers make similar displays at the same time in the chain-store windows. But they can't expect us to make such displays along with the chains if they don't pay us as they pay the chains. That day is past.

"Free goods of the kind displayed will probably be the chief source of compensation for us. This plan will eliminate waste for the manufacturer who will be assured of display and sales efforts by us as a unit at a given time. It will tie up our local stores with his national advertising and it will be a cheaper method of advertising and distribution for the manufacturer."

Mr. Korbonits exhibited some of the propaganda which he is sending out to all the independent retailers of Monmouth County. One broadside reads:

Reasons Why the Manufacturers Will
Co-operate with Us

First: Because the plan will eliminate waste.

Second: Because it will tie up with their national advertising, i.e., magazines, newspapers and radio broadcasting.

Third: Asbury Park and all of Monmouth County is an ideal advertising community for the manufacturers because we have transient customers—people from the forty-eight States of the Union visit the North Jersey shore. The manufacturers are more anxious for our windows than for windows in Newark, New Brunswick or any other inland city.

Fourth: Only 15 per cent or less of the display materials sent out is used;

THE PRESS-GUARDIAN IS THE ONLY PAPER IN PATERSON, N. J.

which carries ALL of the chain grocery stores' advertising—embracing:

Great Atlantic & Pacific Tea Co.
National Grocery Company
American Stores Company
Great Eastern Grocery Company
Paterson Grocers Association

Just another proof that The Press-Guardian is read carefully by the women and another substantial argument that it can also produce results for you!

The Paterson Press-Guardian

(Member of The 100,000 Group of American Cities)

W. B. BRYANT, Publisher

Nat. Reps., G. Logan Payne Co., New York, Boston, Chicago

George H. Payne, Inc., Los Angeles, San Francisco

RESULTS : ARE · WHAT · COUNT



A symbol signifying that the booklet, broadside, or folder on which it appears, has been thought out, created and produced by an organization which thinks only in terms of resultful Direct Advertising . . . rather than of hungry presses that must be fed.

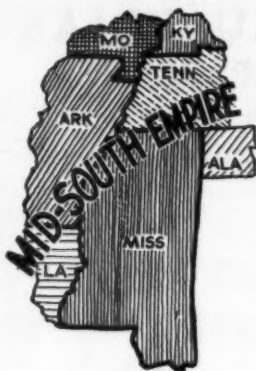
KRAMER ASSOCIATES, Inc.

~ DIRECT ADVERTISING ~

Graybar Building

Lexington 7165

RESULTS · ARE · WHAT · COUNT



It takes all of
this newspaper
circulation

to adequately cover

Memphis

and the rich

Mid South Empire

191,153 morning and evening

Sunday over **145,000**

In addition to these circulation figures plus a continued leadership in advertising lineage there is, in the background, a wealth of knowledge gained through 89 years of constructive newspaper building.

Every newspaper whose policies stamp it as an influential instrument of public service, gains and maintains a leadership position.

THE COMMERCIAL APPEAL

"South's Greatest Newspaper"

MEMPHIS EVENING APPEAL

"South's Fastest Growing Newspaper"

Average Paid Circulation, March, 1929

M. & E. . . . 191,153

Sunday, 145,078

JOHN M. BRANHAM CO., Representatives

the remaining 85 per cent will pay for the free goods we ask for.

Fifth: The good-will of the druggist toward the article and manufacturer will be well worth the price of the free goods given.

Sixth: the actual cost of any article is less than 20 per cent of the retail value; in that way, instead of a cash outlay of 100 per cent cost for advertising material, the manufacturer pays only 20 per cent.

Seventh: The cost of newspaper advertising for one week, complete coverage of the county or territory would amount to a great deal more than the cost of the free goods we ask for our window space.

Eighth: The manufacturer is assured of distribution because the merchant will have to sell the free goods in order to get his money value for the window. The item of distribution is the most expensive to the manufacturer.

Ninth: The effect on the public, seeing the same merchandise in so many drug store windows, is bound to create sales for the merchant and manufacturer, and a desire on the part of the public to try the article.

Tenth: Because the manufacturers are already allowing chain stores merchandise for window and counter displays.

Another leaflet sends out the following instructions:

Members of the Association Are Requested to Comply with the Following:

1. Take photograph of the front of your store.

2. Make plan or sketch of windows, giving height, width, depth, whether open or backed.

3. Population of town or city.

4. Location—main street or side street.

5. Number of people passing windows.

6. Revenue you desire from your windows in the way of free goods at list prices, wholesale, figuring in units of value, as \$2, \$4, \$8 weekly. You should get at least enough out of one window a year to pay your insurance bills. Double revenue from June 15 to September 15, in shore cities.

7. Do not kill the goose before it lays the egg. Give the manager a chance. Do not figure your windows too high. You are probably not getting anything out of it now.

8. Sign the agreement, giving the Window Display Manager the right to lease your window.

9. Co-operate with the manager for your own, as well as the organization's welfare.

10. Be man enough to live up to this agreement. You will expect the Manager to give the best that is in him. He can do this only with the co-operation of every member of the association.

It remains now for the future to disclose whether the movement will gather force and, if it does, what manufacturers will be forced to do to meet it.

THIS GIRL



THIS GIRL might be advertising anything from lipsticks to locomotives. You can't tell, just by looking at her.

Most letterheads are like that. The change of a word or two would make them fit any business.

MONROE LETTERHEADS are different. They are designed to express the personality and business of the individuals and firms using them and they can be employed by nobody else.

That's why they help sell goods.

Five minutes' study of the Portfolio we'll be glad to send interested executives will show why people in New York, Chicago, Boston, Detroit, and other large printing centers find it profitable to buy their letterheads from:

**MONROE
LETTERHEAD
CORPORATION**

1010 Green Ave. 167 N. Union St.
Huntsville, Ala. Akron, Ohio



Booklets & Folders
in quantity editions,
refreshing in color and
plan, needn't be costly.
Printed by color process
or new *Intaglio* Offset.

TELEPHONE: **HH** BRYANT 7191-2

HARFORD & HUDSON
COMPANY INCORPORATED
 460 WEST 34th STREET NEW YORK



Looking for More Sales?

SUCCESSFUL ADVERTISERS throughout the country are increasing their sales with Parker Metal Signs and Displays. Their vivid colors, **BAKED** on steel plate, focus the eyes of the buying public on your product—on the job 24 hours a day where necessary. It will pay you to investigate the sales-building secrets of Parker Metal Signs and Displays. You'll discover why the Parker roll call includes such names as Wrigley, Clicquot Club, Morton's Salt, Moxie, Mavis, and hundreds of others. Write today for descriptive folder full of interesting information. Parker Metal Decorating Co., Inc., Dept. B, Howard and Ostend Sts., Baltimore, Md.

PARKER
SIGNS and DISPLAYS

Truck Owners Advertise to Combat Proposed Legislation

The Philadelphia Team & Motor Truck Owners' Association and the Pennsylvania Motor Truck Association recently used full-page space in newspapers to combat a bill before the Legislature of Pennsylvania providing for an increase of from 25 to 125 per cent in license fees on commercial motor-driven vehicles, buses and trailers and an increase of 100 per cent in operators' license fees.

The advertisement, which was headed, "A Bill to Penalize Pennsylvania Industry," in its copy, described the details of the bill, the possible effect of its passage upon consumer prices and also gave a general comparison of present fees with those charged in other States. The copy also urged representatives of the various industries of Pennsylvania to go to Harrisburg on a special train to attend the hearing.

At the bottom of the advertisement were listed twenty-two industries which would be represented on the train.

Brunswick-Balke-Collender Net Profits Show Gain

The Brunswick-Balke-Collender Company, Chicago, reports net sales for the year ended December 31, 1928, of \$29,497,612, against \$27,891,919 for 1927. Gross profit on sales for 1928 was \$11,105,838, while profit from operations was reported as \$2,879,171.

Net income after all charges and income taxes, was \$3,235,375 for 1928, compared with \$2,095,627 for 1927.

Patents, good-will, etc., were listed under assets at a nominal value of one dollar.

J. F. Jenkins Joins "Fruits and Gardens"

J. F. Jenkins, formerly Western advertising manager of the *American Fruit Growers Magazine*, Chicago, and more recently manager of the Chicago office of *Columbia*, New York, has joined the advertising staff of *Fruits and Gardens*, Zeeland, Mich. He will be in charge of the Middle West and Eastern territories, with headquarters at the Chicago office.

G. S. Hough Appointed by Farm Papers

George S. Hough, formerly with the Crowell Publishing Company, New York, has been appointed advertising representative, covering Ohio, for *American Farming* and the *Agricultural Leaders Digest*, Chicago.

S. W. O'Meara to Direct Electrograph Sales

S. W. O'Meara, for the last four years Eastern sales manager of the Electrograph Company, Detroit, direct mail, has been appointed sales manager of that company.



B. F. Goodrich announce \$1,500,000 Tire Factory in Atlanta

EVERY distributor of automotive commodities should study what is happening in Atlanta right now. The choice of the city for B. F. Goodrich's new plant brings into sharp relief the fact that Atlanta is rapidly becoming a great automotive center.

Chevrolet, Ford, Fisher Bodies, Goodrich and one other, not yet announced, are operating or planning plants here. Fisk, Goodyear and Goodrich operate fabric plants nearby.

Why this sudden influx? What is going on in the South? What does it mean in terms of markets for all commodities?

Ask the Atlanta Industrial Bureau to tell you. Without charge or obligation, and in the strictest confidence, a complete survey will be made for any products in which you are interested. Write

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
9153 Chamber of Commerce Building



Send for this
Booklet!

It contains the fundamental facts about Atlanta as a location for your Southern branch.

ATLANTA

Industrial Headquarters of the South



WANTED

.. an editor ..
for a high class
trade magazine

WE have a splendid opportunity for an editor who has a good understanding of merchandising. Experience in our field not necessary.

This magazine is a pioneer in its industry and has kept pace with the times.

It commands the respect of its readers because it has the type of content (minus write-ups or inspired material) which helps our readers.

It is in the non-technical field.

Our present Editor leaves to take an executive position with one of the firms in our industry.

All correspondence will be held strictly confidential.

Write Full Details

Address "Z" Box 37
PRINTERS' INK

Why Not More Visits to Publishers from Space Buyers?

AHRENS PUBLISHING COMPANY, INC.
NEW YORK

Editor of PRINTERS' INK:

During the last five years I have cooled my heels many "days" in the aggregate, waiting for advertising buyers.

Three years ago we aired the subject to a prominent agency man. He suggested a plan similar to that proposed by A. J. Slomanson, vice-president of the Littlehale Advertising Agency, Inc., in your March 14 issue. We were impressed and tried it.

It didn't work, and if our experience is any criterion, we do not think such a plan practical. It didn't function in our case because the average buyer of advertising, whether he be in an agency or in a manufacturing company, is subject to many immediate calls from his associates and clients. He therefore is unwilling to make definite appointments two days or even one day in advance. There are, of course, many exceptions to this where formal meetings are planned, but by and large we appreciate the unwillingness which the average advertising buyer has to making many appointments very far in advance.

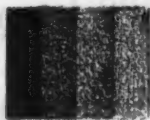
May we make a suggestion in line with what both Mr. Slomanson and E. J. Byrne, head of the media department of Young & Rubicam, Inc., have so interestingly discussed in recent issues of *PRINTERS' INK*? There is a growing tendency in the business world for "buyers to buy" rather than for "sellers to sell." The most comprehensive and carefully thought out merchandise mart in Chicago, where buyers will come from all over the world according to present plans to do their buying, is a case in hand.

It is a logical development for the buyer to size up a product and the company back of it in the company's own bailiwick. It is the only real way a buyer can sense the qualifications of a product and of a manufacturer.

Likewise in the publishing business. The progressive manufacturers and agencies are more and more attempting to find out the kind of a job a publisher is doing by calling on him in his own "home." We would like to see more of it.

Why is it not plausible for the research man in an advertising buyer's organization to contact the editor, service manager and perhaps a member of the advertising department in the publisher's own office? In this way he can get more of the specific information he wants and can sense the kind of a job which a publishing organization is attempting to perform. It is obviously impractical for a research man to call on all publishers. There, however, are many cases where such an individual could advantageously contact department heads in publishing organizations, making a report to the space buying department in cases where definite information was sought.

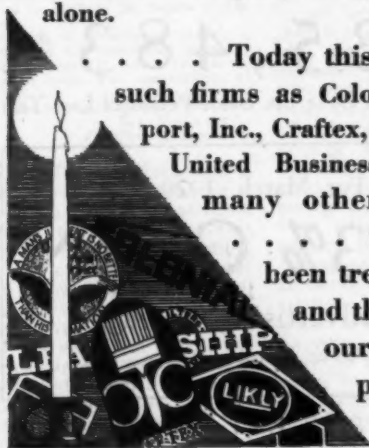
DONALD L. NICHOLS,
Advertising Manager.



A BIRTHDAY- and a Statement

ONE year ago, The Porter Corporation started from scratch, with an experienced staff and an idea that New England business needed a merchandising service which could do every advertising job well, without undue emphasis on publication work alone.

Today this company has such firms as Colonial Air Transport, Inc., Craftex, Likly Luggage, United Business Service and many others as clients the staff has been trebled and the idea behind our service still persists



THE Porter Corporation

GENERAL ADVERTISING

88 Pearl Street - - - Boston

Affiliation with Dickie-Raymond, outstanding direct-mail organization of the east, gives Porter Corporation clients a service of modern, well-planned direct-mail that brings national advertising closer to retail cash registers and consumer dollars.

A NEW HIGH RECORD
In
SPRINGFIELD
MASSACHUSETTS
NEWSPAPER
CIRCULATION

Net Paid Daily Average for Six Months
Ending March 30, 1929

135,483

A Gain of 3,734 Over the Same Period of Last Year

For March, 1929

A 13% GAIN

In Advertising Lineage
Over March, 1928

Write for Details Concerning the

\$1000 PRIZE OFFER

For Best Plan to Advertise Springfield and
Western Massachusetts

Open to Competition Without Restrictions

Address the Advertising Department
Springfield Newspapers, Springfield, Mass.

Should Jobbers Advertise in Consumer Mediums?

Yes, if Their Brands Are Strong or if They Can Create Good-Will for Their Dealers

TRACY-LOCKE-DAWSON, INC.
DALLAS, TEXAS

Editor of PRINTERS' INK:

We are interested in obtaining information as to whether there have been any sectional or national advertising campaigns conducted by jobbers. The type of jobber we have in mind owns no retail outlets and does no manufacturing but handles a large number of items and sells over quite a large territory.

If you know of any campaigns which have been conducted by jobbers of the type referred to, we would appreciate what information you have available or if you do not have the information about such campaigns but do know of some having been carried on, we will thank you to send us the names of the advertisers.

In referring to advertising campaigns, we mean those who have used magazine or newspaper space or both. Of course, we know of many who use catalogs as advertising.

TRACY-LOCKE-DAWSON, INC.,
JAS. E. CLARK,
Director of Research.

WITHIN certain limitations, it is entirely practicable for a jobber to do general or sectional advertising to consumers. This not only represents our own belief, but is the experience of several jobbers whose activities have been outlined in articles appearing in the *PRINTERS' INK* Publications during the last few years. In response to Mr. Clark's inquiry we sent him a list of forty-five articles covering this and other phases of the subject, and the same list will be sent to any reader of *PRINTERS' INK* who wants it.

Looking at this matter of jobber advertising in a thoroughly dispassionate way, however, we are reminded once again of how essential it is for executives to get a correct understanding of the motive power of advertising—what it is and what it can do. Advertising works apparent miracles enough of the time to make some people think it should always work miracles. It can't and won't; but it would be working one if the distributor of merchandise could utilize it in approaching the consumer in the

same broad way that is done by the producer.

A member of our editorial staff, who was formerly advertising manager for a large wholesale organization, tells us that he was repeatedly urged by advertising agents and publishers' representatives to try to persuade his firm to enter upon an ambitious consumer program. These representations were made to him despite the fact that the house was strictly a distributor and had only a few weak private brands which it preferred to sell because of the long profits they brought. He solemnly avers, also, that when this situation was explained to the enthusiastic solicitors, they tried to sell him on the fancied benefits of an institutional effort! Just why an ordinary distributor should imagine that he can make a profit from trying to create good-will for his firm name among consumers has never yet been satisfactorily demonstrated; and, we suspect, never will be.

Suppose, though, that this jobber should be able to cause 200 or 300 retailers to weld themselves together in a strong voluntary chain. Suppose, further, that all the stores in the chain should adopt a name, for example such as "The Green Front Stores," and that they should buy most of their merchandise from him. In this case, provided the stores were grouped in a sectional territory, he could well afford to carry on an institutional advertising program in their behalf.

But this would be considerably different from advertising to consumers in a straight-out effort to popularize the name of the jobbing house. It makes not the slightest difference to consumers who distributes the branded merchandise they buy at a retail store. The consumer advertising job, in this case, is manifestly one to be done by the manufacturer; and,



Can You Use me..

A successful sales executive is available. A sales builder who knows how to plan, study, analyze and improve merchandising methods and make them pay.

He knows sales—its possibilities; knows advertising—and its possibilities, as well as the limitations of both.

He recently changed the sales policy of his present connection. Sales jumped. 38% increase in January. 24% increase in March. Without additional expense.

In his previous connection sales jumped 17%.

He has handled products sold direct; to the drug trade, to dealers, to wholesalers and department stores.

Place a problem in this man's hands and he'll find the sales solution. Perhaps a new merchandising slant. A change in the product or package. Or perhaps the way to enforce present policies and make them pay.

Salary—while important—is far from the major factor. He's interested in a worthwhile opportunity. A chance to grow—and build a substantial business future.

Age 30. A college graduate, with an advanced degree in advertising and management problems.

Christian—American.

This man would fit in well in a large organization as assistant to the president, or in charge of sales where he would develop many interesting possibilities.

To a small organization this man would bring a world of strength. An advertising agency may use him as an account executive or a merchandising man.

If you are interested—have a talk with him. Just ask your secretary to make an appointment by writing

"D," Box 39, Printers' Ink

in an enormous list of items and lines, he is doing it well.

There are, of course, instances, although somewhat isolated, where a jobber can profitably utilize sectional or general consumer campaigns to enhance the reputation and marketing advantages of his private brands. Wholesale grocers such as Reid, Murdoch & Company and Sprague, Warner & Company have meritorious lines of canned goods, coffees and other packaged food products which lend themselves well to consumer advertising, and the advertising works to the benefit of the retailer precisely as it would and does in the case of similar efforts put forth by the manufacturer.

The wholesale dry goods house of Marshall Field & Company is another typical example. Field manufactures many lines of dry goods specialties which it merchandises to the trade under a private brand. Wilson Brothers declare themselves to be the world's largest distributors of men's furnishing goods; yet they profitably and properly do national advertising in behalf of neckwear, underwear and other men's lines that they manufacture.

This, as we see it, is the only class of jobbers that have any valid reason at all to consider consumer advertising in which their own names and products predominate. But jobbers in this category are not jobbers, strictly speaking. They are really manufacturers whose main effort is expended in creating marketing outlets for their own brands. Whatever distributing of a general nature they do is for the purpose of piecing out their offerings so that they can take care of the greatest possible proportion of their customers' needs.

But the straightaway distributor—meaning the one who depends mostly or wholly upon merchandise manufactured by others—seldom, if ever, has reason to dabble in consumer advertising as a direct means of selling the goods. He can, of course, or rather could, back up the manufacturer's consumer advertising by similar ef-



CANADA DRY DISCOVERS VERMONT

THEN VERMONT
DISCOVERS

"CANADA DRY"

VERMONT ALLIED DAILIES
Burlington, Vt.

Gentlemen:

We are very much pleased with the reception accorded "CANADA DRY" by the Vermont market in 1928. Our sales volume showed a *splendid* increase over the previous year, and our opinion as to the effectiveness of our copy in the Vermont Allied Dailies is best evidenced by the enlarged schedules we are placing with you in 1929.

Needless to say, we are again looking to your papers to present our story to Vermont this year, and to play an important part in our advertising to resorts.

Yours cordially,

F. E. CARSON,

Advertising Manager.

FEC:RT

We are proud of our part in this increase and thank Mr. Carson for telling us about it.

VERMONT ALLIED DAILIES

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner

forts of his own. The more good advertising a worthy commodity has, the better will be the results for everybody concerned in its production and distribution. But the fact that he did the advertising would confer no special and direct benefit upon him, inasmuch as he is only one of the distributors and not the manufacturer.

In other words, a jobber can use consumer mediums profitably (1) if he has branded merchandise of sufficient strength to stand up against competition; (2) if he is aligned with his customers in such a way that he can do institutional advertising in their behalf.

But there is one kind of advertising that the jobber of every class can and should do—and in which he is sadly deficient at present. This is the consistent use of space in mediums which go to his customers. Mr. Clark says he "knows of many who use catalogs as advertising." This is not the kind we mean; we mean publication advertising of a type that will merchandise the catalog

if one is used; and will, in any event, create and enhance acceptance for the house among the retail trade. Here is a place where the jobber can use the institutional method with good results, regardless of whether he has a single brand of his own. In fact, if he does not have any such brands and depends wholly upon commodities for which consumer good-will has been created by the manufacturers, his institutional presentation—to the retailer—will be all the more powerful. When a manufacturer properly advertises his goods to the consumer and to the trade, and then the distributor of these goods supplements all this by purely institutional advertising among his trade, the combination is impregnable.—[Ed. PRINTERS' INK.]

Detroit Office for John H. Lederer

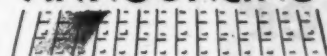
John H. Lederer, Western representative for the Los Angeles *Evening Herald*, San Francisco *Call*, San Antonio *Light*, and the Atlanta *Georgian-American*, has opened an office at Detroit. Ray M. Miller will be in charge.

He Broke Open The New York Market *with a New Grocery Specialty*

THE product was of quite a new type—but in a field rife with competition. A product made by a company strong enough in itself—but without a background of past advertising. This man saw the product's possibilities and started out to sell New York City first—admittedly the country's hardest market. In six months' time he secured distribution in all the chain grocery stores and all of the big independent jobber outlets. . . . That is the most recent thing this man has done in his ten years' career in the selling field. Starting in 1919—fresh from his wartime captaincy experience—as a salesman, he advanced in three years to Sales Manager and then four years later to General Manager. Highly successful in training and handling specialty salesmen. Widely experienced in export selling in all parts of the world. Besides specialty selling has handled bulk sales on a ton and carload basis. This man, now 38 years old, is available for a new connection where there is a distribution nut to crack. Are you interested in hearing more about his sales experience? Write "T," Box 187, Printers' Ink.



ANNOUNCING



THE OPENING OF

NEW OFFICES

ON MONDAY

APRIL 22nd 1929

IN THE CHANIN B'LD'G.

42nd ST. at LEXINGTON AVE.

NEW YORK CITY

♦♦ TELEPHONE ASHLAND 7444 ♦♦

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

WENDELL P. COLTON

C O M P A N Y

GENERAL ADVERTISING



**advertising
schedules
designed to
cover
Nebraska
must begin
with The
Nebraska
Farmer**

*Nebraska Member
Standard Farm Paper Unit*

FARM PAPER SUMMARY FOR MARCH

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising).

MONTHLIES

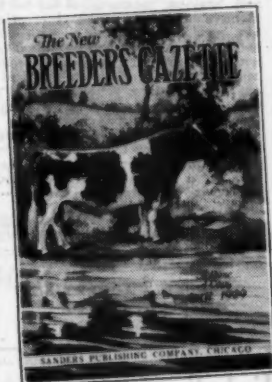
	1928	1929
	Lines	Lines
Country Gentleman....	68,961	72,686
Capper's Farmer	26,471	33,464
Successful Farming ...	27,006	29,412
New Breeder's Gazette..	23,890	28,251
California Citigraph ...	17,406	25,031
Farm Journal	23,294	23,754
Farm & Fireside.....	18,392	20,271
The Dairy Farmer....	17,267	17,828
Florida Grower	11,218	11,695
American Farming	9,629	10,367
Amer. Fruit Grower...	11,133	10,113
Farm Life	10,246	9,956
The Bureau Farmer...	7,668	9,324
Better Fruit	10,053	9,179
Farm Mechanics	9,496	8,097
Amer. Produce Grower	6,317	5,220
Pacific Homestead	4,816	2,840
Farmers' Home Journal	2,578	2,083
Total	305,841	329,571

SEMI-MONTHLIES

	1928	1929
	Lines	Lines
Dakota Farmer	52,293	53,678
Missouri Ruralist	40,800	44,784
Okla. Farmer-St'kman..	40,482	42,439
Montana Farmer	33,878	38,598
Hoard's Dairyman	39,362	37,471
Farm, Stock & Home..	38,330	32,633
Southern Agriculturist.	34,191	29,363
The Illinois Farmer...	26,842	29,171
Western Farm Life....	25,752	26,749
Southern Ruralist	28,828	25,523
Southern Planter	26,312	25,058
Utah Farmer	19,584	18,456
Missouri Farmer	7,677	11,874
The Florida Farmer ..	13,188	9,801
S. D. Farmer & Breeder	13,827	9,273
The Arkansas Farmer..	9,218	8,553
Southern Cultivator ...	11,202	7,742
Assoc. Arizona Producer	5,908	6,745
Modern Farming	9,830	6,290
Iowa Farmer & Corn		
Belt Farmer	9,509	4,584
Total	487,013	468,785

A Standard Farm Paper

Serving the Most Prosperous Branch of Agriculture



For sixteen consecutive months The New Breeder's Gazette has shown a gain each month over the corresponding month of the previous year and a total lineage gain for the entire period of

65,505 lines

You start with the best prospects when you advertise in

The New BREEDER'S GAZETTE

Purebred Record Building

Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
Chicago

WALLACE C. RICHARDSON
250 Park Ave., New York City

THIS MAN!

Can be useful to any organization which carries its sales or advertising efforts either to or from the farmer. He knows agriculture—can talk and sell in the language of the farmer—is fully acquainted with his buying habits and his potential purchasing power.

He was born on an Iowa farm—educated in agriculture at Iowa State College and for the past five and one-half years has been editor and business manager of a dairy farmers' association magazine. He has been quite successful with his publication and has had no difficulty with his present employers. He could stay indefinitely on his present job. He is a young man (30) and ambitious for a larger field than this publication can offer.

He knows the rural advertising field from a practical standpoint—he has proven himself as a salesman in a highly competitive field—he is industrious—earnest—honest and ambitious.

It will be our pleasure to place this man in communication with any organization that can capitalize on his services.

**CAMPBELL ADVERTISING
INCORPORATED
TOLEDO, OHIO**

High Grade Salesmen WANTED

for Eastern, Southern, Mid-Western and Far Western States to cover retail stationery, jewelry and drug trade on a salary with traveling expenses or commission with drawing account basis.

We prefer men who know the trade and will devote their entire attention to the sale of our products, but will consider men now handling kindred but non-competitive lines.

We manufacture the highest class and most beautiful line of fountain pens, pencils and desk sets on the market, unconditionally guaranteed. We have an established trade; our line instantly appeals and is easily sold. Our 1929 advertising program is under way.

State qualifications fully in first letter, regarding present and previous positions. State age and whether married or single. Information held strictly confidential.

**Address "Q," Box 31
Printers' Ink**

WEEKLIES

(Five Issues)

	1928	1929
	Lines	Lines
Nebraska Farmer	74,892	76,949
Prairie Farmer	67,566	70,059
The Farmer	73,163	69,790
Rural New Yorker	65,421	67,306
Ohio Farmer	55,525	66,742
Pennsylvania Farmer ..	52,963	66,521
Wallaces' Farmer	61,801	63,823
Kansas Farmer, Mail & Breeze	60,190	60,748
Wisconsin Agriculturist	60,789	60,459
Michigan Farmer	52,696	60,159
New Eng. Homestead ..	54,024	58,635
Iowa Homestead	64,776	154,722
Progressive Farmer & Farm Woman	52,745	54,572
Pacific Rural Press ...	52,090	51,360
Farm & Ranch	49,043	49,770
The Farmer's Guide...	50,724	49,489
Wisconsin Farmer	52,510	146,482
Amer. Agriculturist ...	40,019	45,398
California Cultivator ..	42,803	42,831
Idaho Farmer	41,972	136,469
Washington Farmer ..	46,545	134,971
Oregon Farmer	43,921	133,244
Dairymen's League News	10,147	10,515

Total 1,226,325 1,231,014

†Four Issues

FARM NEWSPAPERS

(Four Issues)

	1928	1929
	Lines	Lines
Kansas City Weekly Star	44,295	42,364
Dallas Semi-Weekly Farm News	*22,772	*17,376
Memphis Weekly Com- mercial Appeal	16,909	8,449
Atlanta Tri-Weekly Constitution	11,453	5,245
Atlanta Tri-Weekly Journal	12,649	3,809

Total 108,078 77,243

*Five Issues

Grand Totals 2,127,257 2,106,613

(Figures compiled by Advertising
Record Company)

E. G. Aldrich Joins "Reliable Poultry Journal"

Ernest G. Aldrich, who has been engaged in the poultry publishing field for many years, has been made advertising manager of the *Reliable Poultry Journal*, Dayton, Ohio.

Announcing
The appointment of
FOWLER DUGGER
as
Advertising Manager
Effective May 1

Mr. Dugger is a graduate of the University of Alabama, a former member of our advertising staff, and for the last fifteen months has been successfully associated with Standard Farm Papers, Inc., Chicago



BIRMINGHAM

RALEIGH

MEMPHIS

LOUISVILLE

DALLAS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
H. M. Hitchcock	Eldridge Petersen
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic W. Read

London: Thomas Russell

NEW YORK, APRIL 18, 1929

Farmers Are Not Alone Here

Certain fundamental requirements of truly economic farm "relief" are not essentially different from those that should be observed in other branches of business. This thought occurs to us as we read a statement made to the agricultural committees of the House and Senate by William Butterworth, president of the Chamber of Commerce of the United States. In fact, we are almost ready to say that various industries could well afford to study the proposed remedies for farm ills, and see if they do not thereby gain some ideas which possibly may work out for their own betterment.

Mr. Butterworth, in attempting to pass on to the Congressional committee some data that may be helpful in fashioning the forthcoming agricultural program,

epitomizes what he calls "several years of study of agricultural problems by our staff" and, among other things, says:

"In the opinion of our membership co-operative effort is as essential to success in farming as to success in other lines of business and industry."

The concluding seven words of his statement ought to challenge the studious attention of advertisers in general. We hear a great deal these days about how business is purging itself of many uneconomic competitive practices which detract from the net profits of manufacturer and retailer alike; and remarkable progress truly has been made in this direction. Nevertheless, and comparatively speaking, only a start has been made in the way of the co-operative effort mentioned by Mr. Butterworth.

Take, for example, the hot-air furnace industry. A prominent manufacturer in this line tells us that price-cutting and other reprehensible competitive practices have been, and are being, indulged in by furnace manufacturers to an extent that makes it almost impossible for anybody in that line to gain a profit. He even goes so far as to declare that certain organizations have acquired hot-air furnace factories for the express purpose of wrecking the industry. He says they sell furnaces at less than production cost and deliberately reduce quality so as to discredit that kind of heating.

We do not know whether his charges are correct; we hope they are not. But we do know that hot-air furnace manufacturers met in Dowagiac, Mich., a short time ago and finally admitted their inability to get together on a program that would tend to eliminate ridiculously ruinous price-cutting. Their final conclusion was that they could not trust each other.

Price-fixing is proscribed by Federal law, and we are not prepared to argue that the law is wrong. Even so, there is plenty of room, both legally and morally, for manufacturers to co-operate for the mitigation of evils that levy a burdensome tax on merchandising in general.

The millennium not yet having arrived, it may be useless to argue for co-operation on an ethical basis. But, even though righteousness may not be practiced for the satisfaction of being righteous, it still can be utilized from a standpoint of common sense.

Every member of the Chamber of Commerce of the United States should read Mr. Butterworth's report, taking careful note of its inferences as well as its direct statements. Farmers are by no means the only business men who need to exert co-operative effort.

Discovered— The independent
One Golden druggists of
Egg Monmouth
County, New

Jersey, have discovered a golden egg and have originated a scheme which, if carried to its logical conclusion, will result in the early demise of the goose that lays the egg.

The druggists have scanned the field carefully and find that chain stores are charging manufacturers for display space. Therefore, reason the druggists, we can do the same thing. They see immediately a new source of profitable business.

One cannot blame the independents too much for wanting something which chains have been demanding and getting. Nor can one blame them much for overlooking the fact that the selling of window space is a direct contradiction of the principles of good advertising.

There are several questions, however, which the druggists should ask themselves. First, do window displays which sell manufacturers' products give the dealer a net profit? Second, should a retailer rightly expect the manufacturer to stand the entire expense of selling products which net the retailer a profit? Third, should a retailer devote window space to a slow seller because the maker of the slow seller pays for that space in preference to giving windows to a quick turnover item which, however, does not pay window rent?

If the druggists will answer those questions honestly they will discover that their scheme, like all schemes based on charging for window space, is unsound. And that statement goes for schemes originated by the chain as well as for those of the independent.

We might be more sympathetic for the poor advertiser who faces still another expense in his efforts to sell goods if it were not for the fact that the advertiser, in his eagerness to get chain distribution, has fallen over himself to get the chance to pay chains for the use of display space. The purchase of display space, if made a general practice, is an uneconomic practice and no one is so much to blame as the advertiser who has paid for space without any great protest.

Window display, reaching the consumer at the point of sale, is an effective medium and has developed rapidly during recent years. Manufacturers who believe in this medium are doing a great deal to destroy its effectiveness when they allow the retailer to see display only as a manufacturer's medium. Primarily, display is a dealer help and a reasonable dealer should be willing to share the cost of display to the extent, at least, of not charging for his windows.

To the druggists of Monmouth County we offer a word of warning and a suggestion that they forget for a moment their grievances against the chain and consider the entire matter of window display in the light of merchandising logic.

To manufacturers we offer a further word of warning. If, as is entirely possible, the Monmouth County experiment, which has been tried by independents in other communities, should reach anything like countrywide proportions, the whole future of window display is in serious danger. Steps which are to be taken against further attempts to enforce similar experiments should be taken now. A strong stand at the present will eliminate a great deal of worry for the future.

Research Should Be Planned Progress

A survey of 800 concerns made by the National Research Council indicated that one-third of all research work is directed toward the improvement of the quality of present products and service to customers. Only one-fourth of the laboratories investigated are working toward the development of new uses for products and only 15 per cent direct their main effort toward discovery of new products and materials. While this study covered only engineering and scientific research activities it indicates a condition which is somewhat unusual. As Leonard Stapleton, statistician of the Eastman Kodak Company, pointed out recently, the fundamental reason for the necessity of commercial research is the constant change which takes place in the composition of the buying public.

A company which wants to keep in close touch with its markets must do more in research than improve what it now has or investigate present service in relation to the past. A management which confines its research to the present and past may find itself waiting for the revival of a demand which will never come because the buying habits of the public have changed. As Mr. Stapleton says, "It happens rather often that the management is unaware of such changes. The only way to avoid the losses which result from the lack of intimate knowledge of markets is to place responsibility on an individual or a committee for a program of planned progress."

At the Eastman company there is a Business Development Committee, consisting of nine line and staff executives, and its chairman devotes all of his time to this committee's work.

Its functions are:

1. To expand the present uses of products toward the full potential of the market.
2. To find new applications and new uses for old products.
3. To discover through market studies the needs for new products and to provide methods of satisfying them.

The last point is of real importance for every executive to contemplate who considers research or who now maintains a research laboratory. There is a tendency for some research men to dig into the present and the past. A static laboratory is likely to delve into current technical problems instead of working closely with the sales, production and advertising departments to develop a definitely planned future.

A system such as that of Eastman, planned and executed by the statistical department in close contact with the new business department and the company's advertising agency, with a planning department to translate its estimates into factory production schedules, is one which prevents research from becoming stale, and keeps it looking forward, the direction in which it must be pointed if it is to represent planned progress instead of mere information.

Ray H. Schooley Starts Own Business

Ray H. Schooley, formerly advertising manager of the *New York Herald Tribune*, has engaged in business for himself as publishers' representative in the field of financial advertising.

He has been appointed to represent the *Milwaukee Journal*, *St. Louis Post-Dispatch* and the *Washington, D. C. Star* as financial advertising representative only.

O'Mara & Ormabee, Inc., will continue to represent the *Milwaukee Journal* in all other classifications except financial advertising.

Newspaper Executives to Meet

The annual meeting of the International Association of Newspaper Advertising Executives will be held at Chicago from May 13 to 15. While the gathering this year will be held in conjunction with the convention of the International Advertising Association, the newspaper executives will convene two days earlier. The Hotel Drake has been selected as convention headquarters.

Alvin R. Magee, national advertising manager of the *Louisville Courier-Journal and Times*, is chairman of the program committee.

V. P. Connolly Resigns from "Candy Weekly"

Vincent P. Connolly has resigned as editor of *Candy Weekly*, New York, to engage in business for himself as merchandising counsel for candy manufacturers.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Analyzes Dealers' Use of Window Displays

At a meeting last week of the window display group of the Advertising Club of New York, those in attendance were told of the results of an investigation which had been conducted into the use of material furnished to dealers by an advertiser in the drug field. The survey, it was explained by Frederick L. Wertz, of Window Advertising, Inc., had to do with a display which was offered to dealers with a special discount on orders where it was agreed to employ the display.

Out of a total of fifty-one stores checked, the investigators found that in only twenty-four were the dealers carrying out their agreement. In twenty-seven stores to which displays had been sent there were no installations for the following reasons:

Installer could get no information....	2
Displays not received.....	3
Nothing known about deal or displays	5
Promises to install later.....	5
Never use cardboard displays.....	2
Rarely use displays.....	1
Received deal but does not recall display	2
Cannot use because of bookings.....	1
No definite date for installation.....	2
Not installed, no reason.....	2
Dealers have no windows.....	2

W. C. Kirby, of E. R. Squibb & Son, explained how his company distributes displays on the basis of sales ordered. J. A. Holmes, of A. G. Spalding & Bros., discussed the policy of his firm under which its salesmen order displays for the dealer, thereby undertaking the job of seeing that the displays are used.

Arthur Freeman, of the Einson-Freeman Company, was chairman of the meeting, the final one of the season.

Foresees New Test in Advertising

There is a new test forthcoming in advertising, in the opinion of Malcolm Muir, president of the McGraw-Hill Publishing Company, New York. What this test will be and why was explained by him in a recent talk before the Adcraft Club of Detroit. "It will come," he explained, "for the simple reason that men will be less and less inclined to spend their money on faith."

"They will demand more proofs of the inherent soundness of both policy and progress in advance of an advertising campaign. And the advertising profession will meet the challenge by producing more facts."

"The further refinement of the advertising art in coming years," said Mr. Muir, "will find its broadest scope in the functions of planning and preparation, in the analysis of markets, the study of mediums and the working out of campaigns. We will set up our audience more skillfully, in other words, to eliminate waste. And by these tests will both the advertising man and the publisher be judged."

B. H. Miller Heads Technical Publicity Association

B. H. Miller, first vice-president of the Technical Publicity Association, Inc., New York, was elected president at its annual meeting. Mr. Miller is advertising and sales promotion manager of The Permutit Company, of that city.



B. H. Miller

James R. White, secretary of Jenkins Brothers, who has been second vice-president of the association, has become first vice-president. Leon A. Weaver, publicity manager of the Superheater Company, and secretary-treasurer of the association, has been made second vice-president. J. R. Schmertz, advertising manager of the Mathieson Alkali Works, Inc., was elected secretary-treasurer.

The directors elected at the meeting are as follows: Thornton H. Bissell, advertising manager, The International Nickel Company, Inc.; Allan Brown, advertising manager, Bakelite Corporation; Willard T. Chevalier, McGraw-Hill Publishing Company, and S. L. Meulendyke, secretary, Marshalk & Pratt, Inc.

* * *

Classified Advertising Managers to Meet

The Association of Newspaper Classified Advertising Managers, this year, will hold its annual convention independent of the annual meeting of the International Advertising Association. The convention will be held at Louisville, Ky., from June 24 to 27.

O. S. Wespe, of the Louisville *Courier-Journal*, is general chairman in charge of arrangements. Among the topics which will come up for consideration are: Is the membership in favor of a national code of censorship for classified advertising? Is the membership in favor of a re-organization to provide for sectional vice-presidents to direct activities in the territories under their jurisdiction?

* * *

Cleveland Bureau Elects New Directors

Five new directors were elected to the board of directors of the Cleveland Better Business Bureau at its recent annual meeting. They are: Maynard H. Murch, Maynard H. Murch Company; Manning Fisher, Fisher Brothers Company; Thomas Coughlin, Morris Plan Bank; Herbert Strong, Strong-Carlisle-Hammond Company and Corliss E. Sullivan, Central National Bank.



15 Years of Printers' Ink at ▲▲▲ FERRY-HANLY ADVERTISING CO.

"Through the use of your special index reference service, we find *Printers' Ink* an invaluable source of information on a broad variety of advertising and merchandising subjects.

"Our *Printers' Ink Weekly* files date back to 1914. The *Monthly* files to its beginning, December, 1919."

FERRY-HANLY ADVERTISING COMPANY

For current use Ferry-Hanly subscribe for eight copies of *Printers' Ink Weekly* and six copies of *Printers' Ink Monthly*.

The Little Schoolmaster's Classroom

THE Schoolmaster came upon a pair of gloves the other day which looked like doll gloves but which, he learned later, are doing an adult sized selling job for P. Centemeri & Co. The story shows an interesting treatment of sampling.

According to Willard M. Smith, general manager of the company, miniature gloves during the present season were developed to help Centemeri graphically picture to customers what gloves for next fall will look like as regards color. As outlined in *PRINTERS' INK MONTHLY*, this concern some time ago worked out a so-called Import-Order Plan whereby those customers ordering gloves far enough in advance so that Centemeri can schedule its French factory product on an even running basis receive a special price lower than if orders are placed at a later date.

As in all such plans, one problem is to get the dealer to visualize in his mind merchandise not yet in existence, so to make it easier for customers to know what the finished product will look like, Centemeri this year sent out during the advance order season miniature gloves in colors which later will be popular. Along with these went a personal letter.

Not only did the model gloves show customers true colors, but dealers after looking them over for that purpose put them on display where they attracted considerable attention, especially from children. This gave the Centemeri counter a good deal of valuable word-of-mouth advertising and brought extra attention to regular merchandise.

Mr. Smith says this effort to visualize for dealers the finished product through a miniature sample instead of through swatches was largely instrumental in increasing this season's advance import orders \$100,000.

Automobile Topics, in its issue of March 30, informs The Little

Schoolmaster that the reason automobile production figures are sometimes issued under the caption, "cars other than Fords", a question asked by the Schoolmaster in his classroom of February 7, is not at all for the purpose of separating Ford owners from all others in order to estimate the buying power of a community. The reason, so that publication says, is that the Ford Motor Company is not a member of the National Automobile Chamber of Commerce, which organization of manufacturers is the principal source of automobile statistics. The Ford Motor Company, it continues, has remained outside the N. A. C. C. since the days of the old Selden patent feud. On the other hand, we are told, the automobile statistics issued by the United States Department of Commerce are inclusive of Ford cars; and when the publicity department of the Ford company is reticent about production figures, Ford production is arrived at by subtracting N. A. C. C. figures from those of the U. S. D. C. Therefore, it is the Ford Motor Company and not the statisticians, we are told, which is responsible for what the Schoolmaster called an "archaic practice."

The Schoolmaster is grateful to *Automobile Topics* for this information. His point, however, was not so much how the practice of publishing automobile production figures for "cars other than Fords" originated as to why it is being continued. Are not Fords automobiles? It strikes the Schoolmaster that the N. A. C. C., in continuing to issue statistics labeled "cars other than Fords", is doing precisely what he suggested, namely, giving the reader of statistics information that is quite likely to lead him astray, because Ford buyers today are not the same class of buyers which constituted the Ford buyers of a few years ago.

One individual who has long commanded the Schoolmaster's hearty sympathy is the man who

neon

ELECTRIC TUBE SIGNS

YOU rightly expect the leader of an industry to offer only a perfected product.

So, until it had developed really superior neon electric signs (built complete in its own plants), you did not find Flexlume's name and mark affixed to such types of display. But NOW. . . .

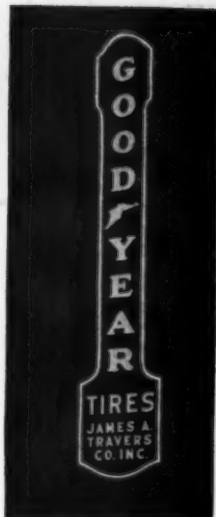
Revolutionary electrodes, based on a new principle have been originated by Flexlume. They assure more brilliant illumination and much longer tube life. Maintenance, too, has been greatly simplified; tubes easily plug in; electric connections are automatic; high voltage wires are not touched; terminals are weather-proof . . . these are features developed by Flexlume for which patents are pending. They combine with the other known qualities of Flexlume construction to provide lasting beauty and effectiveness.

Focus national advertising interest onto your dealers. Provide them with a neon or other electric sign designed, erected and serviced by Flexlume, whose financial responsibility, guarantee, and nation-wide sales and service branches insure manufacturer-dealer satisfaction. Discounts on quantity orders. Let us submit color sketch—no charge nor obligation. FLEXLUME CORPORATION, 2060 Military Road, Buffalo, N. Y.

*Sales and Service
Offices in Chief Cities
of U. S. and Can.*



*Factories at
Buffalo, N. Y. and
Toronto, Can.*



Most attractive electric, combining neon border with our famous raised glass letters. Strong day and night drawing power.



FLEXLUME ELECTRIC DISPLAYS

TUBE . . . GLASS LETTER . . . EXPOSED LAMP . . . COMBINATION DESIGNS

PERSONALITY SEEKING WORK

I am thoroughly familiar with Metropolitan newspaper, magazine and institutional advertising technique Agency detail Contact methods the preparation and presentation of effective analyses. Will convincingly represent an Organization's advantages and sell its Service.

With the spirit of thirty the experience of fifty the balance and poise of success the common sense of organization spirit the perception of responsibility, but willing to follow leadership perfect health and vigor of temperate living. . . . I am seeking a position into which I can gear exceptional abilities.

Progress commensurate with performance will attract and hold me.

Address "C," Box 183, Printers' Ink

WANTED

A Man of Sound Judgment and Original Thought

The work is market research. The successful applicant must be able to compile data, to make sound deductions therefrom and to formulate sales plans.

The position requires a college graduate whose mind is resourceful and scientific, but not academic. Commercial experience is required. A man who has actually made market surveys is wanted.

The position offers a permanent connection in the Sales Department of a large manufacturing organization with an initial salary of approximately \$100 per week and an open door to advancement. Headquarters of the Company are in New York City. Answer by letter, telling just why you think the opportunity outlined above is your opportunity.

Address "L," Box 186, care of Printers' Ink.

has to write the advance advertising for the trade convention. You know—the "pep-up" stuff that is supposed to persuade the sales manager and the works manager and the chief engineer, and even the Big Boss himself, to take the needful time from the job to indulge in the convention. Sometimes it works, too. But conventions have been going on for a long time now, and it is hard to think of anything new to say about them, or any new way of saying it.

That is why, when a new idea in advance literature on a convention reached the Schoolmaster's desk the other day, he decided to pass it along to the Class.

This particular convention is being held in Asheville, N. C., May 8, 9 and 10, by the Southeastern Division of the National Electric Light Association. But the manner of informing the Schoolmaster of these usually commonplace facts was piquantly original.

The news came in a plain envelope. Inside this was nothing in the world but a capsule—precisely similar to a quinine capsule, a little larger than usual, it is true; about the right size for an elephant. Rather bewildered, the Schoolmaster worried it open, and out of the seeming quinine which the recipient now suspects was talcum powder, dropped a tiny folder, which inquired:

"Have you a dark brown taste?"

Following some further remarks on the inside, of substantially the same tenor, the back page revealed the secret—a prescription for attendance at the convention, at which "many eminent industrial physicians will be present who will be good for what ails you, if anything."

That strikes the Schoolmaster as the kind of idea that quite a few members of the Class can adapt to their own needs with good results.

* * *

At the April 4 session of the Class, the Schoolmaster related a conversation he had with a salesman who declared that for years he had been deliberately trying to create the impression that he was a fool. "A salesman who is thought



ON THE EIGHTEENTH FLOOR OF
EIGHT WEST FORTIETH STREET,
NEW YORK + OVERLOOKING
THE TREES OF BRYANT PARK AND
THE LIONS OF THE LIBRARY +
THE UNITED ADVERTISING
AGENCY IS NOW AT HOME IN
ITS NEW QUARTERS


+ + TELEPHONE LONGACRE 4345 + +



ABILITY TO WRITE

Advertising that sparkles . . . to plan layouts that compel attention. . . . Young Chicago woman with 6 years' varied advertising experience, travel and versatile interests, seeks a new appointment in Chicago.

Address "W," Box 36, Printers' Ink, 231 South La Salle St., Chicago, Ill.



REPEAT SALES

are the result of repeat efforts. Let the buyer know your products well. Keep your name everlastingly before his eyes. Have your printed salesman before him at the buying moment when repeat sales occur.

RAMAPO RIVER PRINTING CO., INC.
225 Varick St., New York Tel. Walker 3180

▲ ▲ ▲ I hate to write about ME!

I am a modest—but darn good advertising man! After ten years of selling other people's products, I want to sell my own—ME—to some New York City agency or manufacturer. A top-notch copy writer, layout man and art director. 10 years experience with New York City agencies on a varied list of products. Now with the wrong agency. Opportunity, step up and knock. Address "X", Box 180, Printers' Ink

THE MOVIE SCREEN

INDOOR POSTER ADVERTISING

The Perfect Dealer Tie-Up

1778 National Advertisers are using our movie slide service.

WINDOW
DISPLAYS

PHOTOGRAPHY

NATIONAL STUDIOS

226 W. 40th St. NEW YORK

to be a fool, but who isn't one, has an enormous advantage over his prospect," this salesman said. "He can maneuver things so that the prospect sells himself; and a man who is self-sold is sold indeed."

A. J. Slomanson, vice-president of the Littlehale Advertising Agency, Inc., rises to remark, by way of comment on this salesman's philosophy, that the salesman who claims to get results from appearing dumb in the face of his prospects may feel that that is the reason for his success, yet there are many salesmen who take the reverse attitude. They endeavor to impress space buyers with the fact that they are thoroughly familiar with their respective publications and the markets which they cover. He continues:

"Each of these types have different ideas about the psychology of approaching space buyers, yet in the final analysis a great deal depends upon the merits of their publications, and this, more than the kind of behavior on the part of the salesmen, determines the amount of business obtained.

"Let us consider the attitudes of two other salesmen. One informed me that he always dresses conservatively since he does not want to let the space buyers know that he earns a large salary. The other dresses like a Wall Street banker, and is never seen without his wing collar. He wants the space buyers to know that he is successful and earns a large salary.

"Other mental processes of space salesmen could be mentioned but the foregoing examples will suffice to explain that each salesman has a different idea as to the kind of behavior and dress that is essential to help get business. Personally, I think they should be disillusioned inasmuch as space buyers are not interested in how a salesman dresses, or if he acts wise or dumb. Space buyers want facts about the publications and their markets and the kind of reception salesmen get from space buyers depends to a great extent on their ability to give these desired facts intelligently."

The Schoolmaster has always taken delight in an occasional trip to the lower East Side of New York—the so-called pushcart district. One of the things that fascinates him on these trips is the bargaining and haggling which goes on before a sale is consummated. It is an everyday affair in this section for a clothing merchant, for example, to ask \$35 for a suit and to be offered \$18, while the final price will probably be somewhere in between.

One would scarcely imagine that very similar conditions exist at this moment in that supposed paragon of merchandising virtue—the automobile industry. Yet a current experience of the Schoolmaster convinces him that automotive merchandising—at least at the retail end—is degenerating to the level of New York's East Side selling tactics.

For about a week he has been examining a number of cars, since his old chariot has begun to show signs of senility. In every showroom he visited his used car was subjected to an appraisal, and the first figure quoted in each place was surprisingly uniform—about \$225. But that, apparently, was merely the bargaining point. By a little insistence, he was able to force the figure up to \$350. With somewhat greater bargaining ability, he was able to coax forth an offer of \$400. And finally, when his trading instinct had been more fully developed as a result of a half dozen experiences, he was able to induce one dealer to offer \$425. All these quotations, bear in mind, were in connection with new cars in the \$1,500 price range.

Now the Schoolmaster is in doubt concerning his next step. He has an idea that if he holds out he may yet be offered \$500 for his old car—which would be exactly twice the initial offer and very likely double what it is worth. In any event, he is certain that a little shopping around has meant that his new car is going to cost him about \$200 less than it would if he had not gone from showroom to showroom—not a bad investment of a few hours' time.

Direct dictation is a very practical way to profit

The Ediphone makes two operations do the work of three ... *more effectively ... more profitably.*

—your stenographers transcribe freely—anytime they think—without waiting.

—your stenographers transcribe directly from the voice—accurately—without interference or delay.

Let us prove this at your desk. Telephone "The Ediphone," your City, and ask for the book "An Easy Way to Chart Your Correspondence."

Ask for Travel Service

THOMAS A. EDISON, INC.
ORANGE, N. J.



©
T. A. E.
INC.

Ediphone
Edison's New Dictating Machine
World-Wide Service in all principal cities
LONDON OFFICES
Vernon Place, Southampton Row

Radio Program Monday Evenings

WORTH INVESTIGATING

This advertising agency, for purely unselfish reasons, is desirous of finding a niche for the head sales and advertising executive of one of its clients. This man could hold his present job indefinitely, but for very good reasons, wishes to make a change. Has held his present position for eight years during which time he has done a remarkable job in handling 65 salesmen and the advertising appropriation of a concern doing \$2,000,000 annually. Age 34—a Christian. We will be glad to put interested parties in touch with this competent executive whom we, as will many others, recommend most highly. Address "M," Box 184, care Printers' Ink, 231 South La Salle St., Chicago, Ill.

PAPER SALESMAN WANTED

A man of experience to sell well-known brands of Standard papers for every printing purpose in New York City. The man we want must have some established business to combine with accounts we will turn over to him. Our salesmen have seen this advertisement.

Address "H," Box 181,
Printers' Ink

Lithographing Business For Sale

Established twenty-five years in the best local market of the Middle West. Splendid reputation for high-class color offset work. Owner wishes to retire. Will sell controlling interest. Low rent.

Address "J," Box 182,
Printers' Ink

Net Paid Circulation
now 23,464

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order, \$3.75.

PRINTERS' INK

Sees Design in Products of Increasing Importance

It is for the manufacturers to decide whether they will encourage a rational pursuit of forms peculiarly fitted to machine processes or persist in the futile task of reproducing by machinery those expressions essentially associated with the hand-motivated tools of the craftsmen. So stated Joseph Sinel, speaking this week on "Modern Industrial Design," in the first lecture of a series of five being given by the Art Directors Club of the Art Center, New York.

Face to face with the problem of putting some degree of simplicity and elegance into the thousand-and-one products of the great battalions of machines from coast to coast, American industry, Mr. Sinel pointed out, must beware of imitation and must turn to practiced designers who know the possibilities and the limitations of the mediums in which they are to work. Applied art, he stated, is something quite distinct from the making of patterns or ornaments as one may conceive them for personal interest. Although the supply of such designers in America is limited through previous lack of encouragement, Mr. Sinel expressed the opinion that those already in this field have shown a ready aptitude for their problems and that there is no doubt that in the near future there will be an adequate supply of trained talent in the field.

The second lecture in the series will be given on April 22, by Willy Pogany, who will have for his subject, "Telling the Story in Pictures."

H. E. Van Petten Advanced by Goodrich Rubber

H. E. Van Petten, Southeastern advertising manager of the B. F. Goodrich Rubber Company at Atlanta, has been placed in charge of sole and heel, mechanical goods and drug sundry advertising, at the Goodrich headquarters at Akron, Ohio. L. H. Lindsay, his assistant in Atlanta, has taken over the Southeastern district.

New Business at Canton, Ohio

J. Harry Smith and Ralph W. Sharp have started an advertising specialty, printing and lithographing business at Canton, Ohio, under the name of Smith & Sharp, Inc. Mr. Smith, who is president, was formerly with the Smith Advertising Service, of that city. Mr. Sharp is vice-president. He was formerly with Butler Brothers, Chicago, and Eddy & Clark, Inc., Akron, Ohio.

Silk Account for Cleveland & Shaw

The Stunzi Sons Silk Company, Zurich, Switzerland, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account. American headquarters of the Stunzi company are located at New York.

Home Insurance Company Appoints M. B. Hicks

Malcolm B. Hicks has been appointed advertising manager of the Home Insurance Company, New York. He formerly was in charge of the sales promotion department of the Edison Lamp Works and later was assistant advertising manager of Johnson & Johnson, New Brunswick, N. J.

George M. Murray Starts Own Business

George M. Murray has organized a general advertising business at Boston under his own name. He was at one time with Lehn & Fink, Inc., New York, as advertising manager. Associated in the new business with Mr. Murray will be Robert Crocker.

J. L. Van Zant with Thompson Agency

John L. Van Zant has joined the Chicago copy staff of the J. Walter Thompson Company, Inc. He was formerly with the Kent Press Service, Chicago.

Appoints Buffalo Agency

The Borst Engineering Corporation, Buffalo, N. Y., cushioned-in-rubber spring shackles, has placed its advertising account with the J. Jay Fuller Advertising Agency, Inc., of that city.

Advertising Salesmen

Accustomed to making \$10,000 per annum, and ambitious to make more are offered an unprecedented opportunity. Choicest outdoor midtown advertising locations formerly exclusively controlled by the General Outdoor Advertising Co., now for sale under most attractive terms. Most liberal advance commission offer in the most lucrative advertising field. 782 Salmon Tower Bldg., New York City.

CHAIN STORE EXECUTIVE WILL CHANGE POSITION FOR BETTER OPPORTUNITY

Knows *HOW* to handle and *pep* up store managers and employees. If you want increased sales don't pass me up.

Write "Y," Box 38
care of Printers' Ink



I'M SO HAPPY

That I bought the real dependable *SERVICE* —The *STANDARD ADVERTISING REGISTER*, "The Red Book." Here in a handy form are grouped all the *NATIONAL ADVERTISERS* and *ADVERTISING AGENCIES*. A big force is laboring constantly to keep the *SERVICE* right to date.

Quit Guessing—Get the Register!!

National Register Publishing Company

Eastern Offices

245 Fifth Avenue, New York
7 Water Street, Boston

Western Offices

140 So. Dearborn Street, Chicago
1226 Russ Bldg., San Francisco

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PRINTING—We have complete facilities for printing weekly and monthly publications, catalogs, &c.; Excellent Service. Jersey Printing Co., 10 West 23rd St., Bayonne, N. J.

FOR SALE

Two Cylinder Presses 38x50. 25x38—Babcock's. Can see presses running. **JERSEY PRINTING CO.**
10. W. 23d St., Bayonne, N. J. Tel. 1265

If you have proved ability to sell fine printing and advertising literature, I will sell you controlling or part interest in well-established cylinder press plant in Seattle, Washington, at an exceptional price. Box 595, Printers' Ink.

I Want to Buy Small Agency—Must have good credit standing and full recognition—or will combine with good creative and production man. My present billing around three-quarter million. No capital required. Box 596, Printers' Ink.

HELP WANTED

SALESMEN (Printing) with high-class clientele wanted by a large letter shop to contact with his accounts for their multigraphing—addressing and mailing requirements. Box 592, Printers' Ink.

PRINTING SALESMAN—New York plant, well known, doing highest grade halftone and color work offers salesman with established trade fifty percent of profit and full cooperation. Box 568, P. I.

RADIO WRITER with practical experience in retail merchandising or advertising. Unusual opportunity with leading publishing house for capable man. Write fully, stating experience and salary expected. Replies treated confidentially. Box 593, Printers' Ink.

Old established publishing house wants assistant to manufacturing man. Applicant must be a man who has had experience in book manufacturing and is familiar with manufacturing records. State age, experience and salary desired. Box 570, Printers' Ink.

Specialty Men: Splendid income. Sound connection. Steady repeat business. Clever new field. Slight competition. Unique. Exclusive. Leading electrical line with little sales resistance. State qualifications. United Enterprises, Inc., 13012 Athens Ave., Cleveland, Ohio.

Publisher's Representative

wanted in Eastern territory by a new food trade magazine. An exceptional opportunity for the right man on a publication of high editorial content, with an unusual distribution that makes a strong appeal to manufacturers. New York or Philadelphia interviews can be arranged. Address Food Review, 211 West Wacker Drive, Chicago.

ADVERTISING SALESMAN

Mature, high calibre, preferably acquainted men's furnishings or clothing fields; travel and sell syndicate publication; drawing account, commission. Write or phone Mr. Heisten, 489 5th Ave. Murray Hill 6220.

Wanted—A growing art service in the Middle West wants an artist with experience and ability to handle figure and design. Must be able to work in pen and ink-wash or color. Good salary for the right man. Don't apply unless you can produce the goods. Box 572, P. I.

WE WANT AN ADVERTISING MAN He must know printing. He must be able to plan and write copy. He must have creative ability and enthusiasm for the future of direct mail. He must be a thinker, a doer, a hard worker and an exceptional salesman. Box 573, P. I.

WANTED BY LARGE EASTERN LITHOGRAPHING HOUSE: Hustling technical foreman for offset press room. Must be thoroughly familiar with up-to-date printing methods from photo plates. Must also know how to handle men. Good salary and future for right man. Box 571, Printers' Ink.

AT SALARIES UP TO \$20,000

WE PLACE Agency-trained men, Christians, under 38, in new or better positions with Manhattan's finest agencies. Consult Walter Lowen (formerly with Calkins & Holden and other agencies) between 9-2 P. M. Vocational Bureau, 105 W. 40th, N. Y. C.

DIRECT-MAIL COPY AND CONTACT MAN WANTED

A large printer in Western New York has a position for a man with the following qualifications—(1) Knows the mechanics of printing thoroughly—(2) can create and write copy for good direct mail advertising—(3) is mature in viewpoint—(4) has a likeable personality—(5) is available immediately.

No beginners will be considered. Tell us your whole story in your first letter and if samples will help you prove it, send them along. They will be returned. Box 569, Printers' Ink.

Sales Manager for Chain Store Sales Division is wanted by Ohio food packer.

We consider this an unusual opportunity for the man who qualifies. He should be 24 to 30 years of age, have a college education and be able to do his own thinking, and should have a knowledge of grocery chain store operation. The right man can eventually write his own salary figures, but must be satisfied with a reasonable salary until results justify increase. Must be prepared to travel considerably, as all chain headquarters in U. S. and Canada come under his supervision. Write all particulars in letter, which will be forwarded to manufacturer, Food Chain Store Merchandising, 369 Lexington Avenue, New York City.

ADVERTISING ASSISTANT WANTED BY MANUFACTURER OF MECHANICAL EQUIPMENT. State fully experience, salary desired, age, references. Box 594, Printers' Ink.

WANT ARTIST FOR SMALL NEW YORK AGENCY

Preferably a young woman with experience in making layouts. Versatile enough to do visuals for various clients and also capable of finished art work of fine quality. Extraordinarily interesting opportunity for adaptable artist without temperament. This agency has heretofore worked only with art services. Please send samples of work and details of experience to Box 597, Printers' Ink.

MISCELLANEOUS

LARGE, LIGHT OFFICE, north light, suitable for artist or similar work, convenient to all means of transportation, will rent furnished or unfurnished. Separate entrance. Twelfth Floor, 250 West 40th Street, N. Y. C.; Longacre 0763.

POSITIONS WANTED

PRODUCTION MAN—practical printer who has worked as compositor on ads, wants connection with typography house with idea of eventual investment. Box 582, Printers' Ink.

Advertising Assistant—Diversified copy background. Particularly direct mail. Productive sales letters that revive inactive accounts and secure new ones. Familiar production details. Box 585, P. I.

RETAIL ADVERTISING MAN—Age 32, thoroughly experienced every phase department store advertising, available for store or agency. New York preferred. Box 586, Printers' Ink.

VERSATILE ARTIST—Layouts, lettering, booklets, figures, color. Few hours daily available for reliable organization who would appreciate services, dependable free lance. Box 583, Printers' Ink.

HARD WORK?

Seven years' experience doing it successfully in advertising and publishing fields.
BOX 577, PRINTERS' INK

MAN with broad experience in Advertising, Sales Promotion and Sales Management available immediately. College graduate. Age 41. Highest references. Can prepare catalogues, edit house organs and supervise Sales Force. Box 578, Printers' Ink.

YOUNG MAN—seven years' experience selling, copywriting, and merchandising research work desires connection with a well established concern. At present employed. Has thorough knowledge of New England and Metropolitan New York. Box 575, Printers' Ink.

COPY—LAYOUT—PLANS

National, Mail Order, Direct Mail experience covering 15 years. Virile copy, versatility, good visualizations. Prolific writer, rapid producer, energetic executive, good salesmanship. Know many products and markets (intimately acquainted with aviation). Can locate anywhere, agency or manufacturer. Fine references. Start \$6,500. Box 581, P. I.

VISUALIZER—LAYOUTS—DUMMIES Illustration idea, typographical arrangement and physical appearance; N. Y. creative man unusual training and versatility. Box 580, Printers' Ink.

WANTED

Position in selling organization. Five years' experience on the road. Six years as Sales Manager. Philadelphia connection preferred. Address Box 589, P. I.

ADVERTISING REPRESENTATIVE

Young man, having seven years' selling experience in trade paper advertising, is desirous of representing publisher in New York Metropolitan territory. References furnished. Box 584, P. I.

YOUNG LADY desires connection with advertising or literary office in secretarial or general capacity; thorough advertising experience, including agency and publisher; capable composing letters, dependable, college trained. Box 588, P. I.

ADVERTISING SALESMAN—University graduate; 4 years' advertising experience. Knowledge of type, layout, copy from sales angle. Now successfully selling space for national publication. Seeks agency position. Box 587, Printers' Ink.

FOREIGN ADVERTISING

Executive, several years' experience advertising, merchandising. Europe, Latin America, etc. College graduate, foreign languages, finest references. Desires connection first class agency. Box 576, P. I.

COPY WRITER

ALSO SPLENDID VISUALIZER

MAIL ORDER—DIRECT MAIL

NATIONAL ADVERTISING

Outstanding N. Y. 4A agency man; \$100. weekly. Box 579, Printers' Ink.

COPY-CONTACT

Some small or medium-sized agency can obtain the services of a copy-writer who is also a salesman and who knows the technical side of printing, engraving and photography. Experience equips him to handle production and do contact work in addition to writing good copy. Box 591 Printers' Ink.

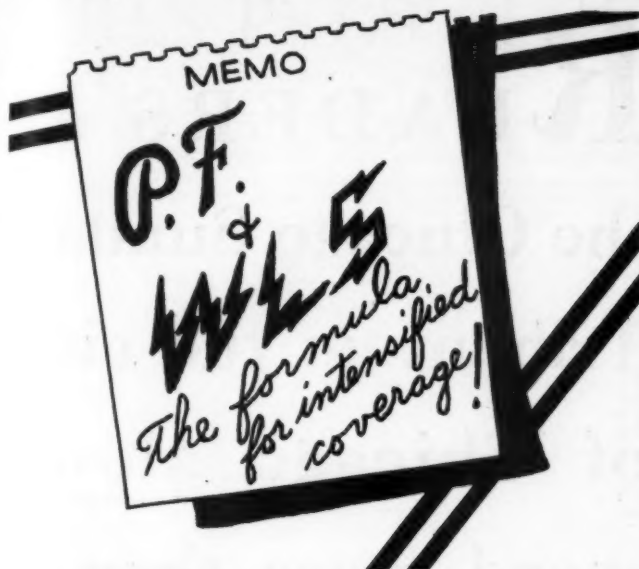
ADVERTISING MANAGER seeks connection anywhere in middle west with industrial manufacturer. 29 years old, married, and with 9 years' advertising experience—4 years on general accounts; 5 years with leading technical agency handling national accounts. Educated at Armour Inst. and Northwestern University. Experienced in market analysis, campaign planning, copywriting and production in all its phases either trade or consumer. Write Box 590, Printers' Ink, Chicago Office.

STAR COPY MAN WANTS NEW JOB

Advertising, sales-promotion and mail-order man—until recently employed as star copy man with a 4A advertising agency—desires a connection of responsibility with advertising agency or manufacturer. Have a ten-year record of achievement for producing business on a profitable basis. Can develop practical plans; create effective campaigns; originate striking illustrations and write refreshingly persuasive copy. American; Christian; age 36; salary "open." Box 574, Printers' Ink.

Table of Contents

To Speak or to Write—That Is the Question	
R. L. HURST, President, Batten, Barton, Durstine & Osborn Corp., Chicago	3
Taking a Campaign Out of the "Me Too" Class	10
What Is an Adequate Advertising Appropriation?	
ROY DICKINSON	17
Better Business Bureau Recommends Elimination of Dishonest Testimonials	25
This Bunkum About Hard Work	
DONALD A. LAIRD, Director, Psychological Laboratory, Colgate University	33
Of Course Salesmen Can Know Too Much About Their Line	36
Why Some Drawings "Faw Down and Go Boom"	
L. CRAMPTON SOSSAMAN, Art Director, Tracy-Parry Company, Inc.	41
Don't Let Your Salesmen Sell You Orders at a Price	
A. H. DEUTE, General Manager, The Billings & Spencer Company	44
Few Mail-Order Buyers Abuse the Inspection Privilege	57
Doctors Fight Advertising and Bring It Nearer	65
Thirty-five Years Ago in "Printers' Ink"	68
We More Than Doubled Our Jobbers in Five Months	
H. N. McMENIMEN, General Manager, M. & T. Division, The S. S. White Dental Manufacturing Co.	73
What the Trade Commission Is Asking Chain Stores	85
How Manufacturers Are Catering to the 10-Cent Market	
CHARLES G. MULLER	88
What Advertisers Report about the C.O.D. Mailing Privilege	100
Berlin Exhibit Will Review History of Advertising	111
That Problem of Selling Through Mail-Order Houses	117
Technical Advertisers Study the Industrial Show	125
Blame the Intermediary for the Tainted Testimonial	
C. T. SOUTHWICK, of The Southwick Company	128
Why We Prefer to Stay Small	
C. F. NORTON, Vice-President, Howell Electric Motors Co.	133
Using Layout and Illustration to Select the Proper Audience	136
Art Techniques That Are Best for Newspaper Advertising	
W. LIVINGSTON LARNED	142
An Analysis of Some 1928 Newspaper Appropriations	153
Conduct Your Foreign Advertising on the American Plan	
DAVID LESLIE BROWN	162
Independent Druggists Pool and Charge for Their Windows	
MAGNUS BREDENBEK, Editor, "Drug Trade Weekly"	173
Should Jobbers Advertise in Consumer Mediums?	185
Farm Paper Summary	191
Editorials	194
Farmers Are Not Alone Here—Discovered—One Golden Egg—Research Should Be Planned Progress.	
The Little Schoolmaster's Classroom	200



THROUGH the favorite farm paper and over the favorite radio station! That is the double-quick, double-sure method advertisers are using to win the billion dollar market centered in Illinois, Indiana and Southern Wisconsin. They are co-ordinating their **Prairie Farmer** advertising with **WLS**, **Prairie Farmer's** own radio station—intensifying their coverage! It is paying out! Just ask any of them—

Swift & Co.
Nitragin Co.
Skelly Oil Co.
Hart-Parr Co.
Boyt Harness Co.
Moorman Mfg. Co.
Midland Milling Co.
Albert Dickinson Co.
Corn Belt Hatcheries

Hayes Bros. Hatcheries
Sears, Roebuck & Co.
D. T. Farrow Chickeries
N. V. Potash Export My.
The McQueen Bacteria Co.
Keystone Steel & Wire Co.
Coleman Lamp & Stove Co.
Farm Service Hardware Stores
Mit-Shel Stamping & Mfg. Co.

P. F. & WLS bring in results far out of proportion to their reasonable cost. Full information is yours for the asking.

►►► PRAIRIE FARMER—Chicago

BURRIDGE D. BUTLER, Publisher

Chas. P. Dickson, Adv. Mgr. J. E. Edwards, Associate

1230 West Washington Boulevard Chicago, Illinois

READERS of
the Chicago Sunday
Tribune in the city
of Chicago alone
spend more than a
billion and a half
annually in Chi-
cago's retail stores!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*(Figures from Census of Distribution made in
Chicago by the U. S. Department of Commerce.)*